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THE SHOE & LEATHER JOURNAL

DO THE RIGHT THING
===== IN 1915 =====

“There is but one rule of conduct for a man—to do the right thing. The cost may be dear in money, in friends, in influence, in labor, in a prolonged and painful sacrifice; but the cost to do wrong is a great deal dearer. You pay in the integrity of your manhood, in honor, in truth, in character. You forfeit your soul’s content, and for a timely gain you barter the infinities.”

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



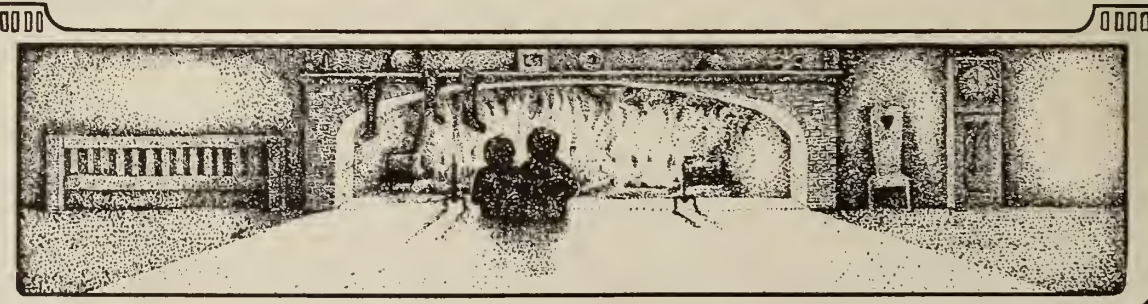
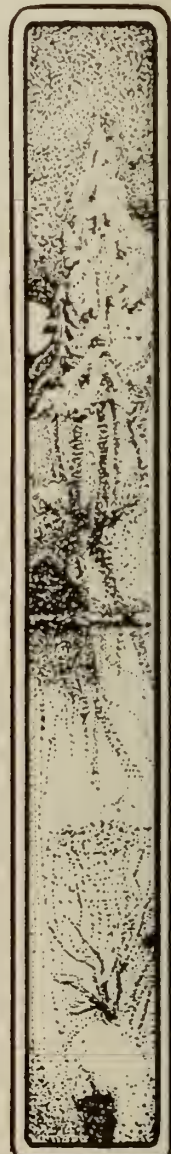
May You Enjoy A Most Prosperous 1915

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.

Send your sorting orders to our In-stock department now.

Ames-Holden-McCready
Limited

Montreal St. John Toronto Winnipeg
Calgary Edmonton Vancouver



Sell More Felt Shoes

by stocking for 1915



A lot of people, particularly women, seem to think that a felt shoe is necessarily clumsy and, on that account, prefer chilblains and leather to felt shoes and foot comfort.

But that notion is quickly dispelled by the first sight of ELMIRA FELT SHOES.



Put ELMIRAS into your window, Mr. Shoedealer, and you will soon note a very considerable increase in the number of your felt shoe customers.

ELMIRAS have won their reputation by good looks, backed up by solid comfort and long-wearing qualities.



377—In Dark Green, Grey and Black Felt

1312—In Dark Green, Grey and Black Felt

ELMIRAS are
Made in Canada
and are sold
by all the
Best Canadian
Shoe Jobbers

*Place order early for best
service*



378—In Dark Green and Black Felt

The Elmira Felt Co., Limited, Berlin, Ont.



Dainty Mode



Kant Krack



Of all things the most

annoying to a retail merchant, is that of being out of a stock and a staple line when customers are crowding after it.

Don't underestimate your requirements on KANT KRACK and DAINTY MODE RUBBERS.

Our old friend THAW — not Harry K.—January Thaw, will soon be taxing your capacity.

**INDEPENDENT JOBBERS
ARE GREAT ON HURRY-
UP SORTING 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



Sample 2032 - \$2.10



Sample 2033 - \$2.15



Sample 2038 - \$2.30

For Ladies

Diamond Shoe
Queen City Shoe

For Misses and Children

Canadian Girl

WESTON'S SHOES

“Best to Wear”

Twenty-five years ago we commenced making “The Albany Shoe”—that easy fitting shoe with neat appearance. A few dealers yet fail to realize its value as a business winner and a business holder, but they are scarce, and you have to search for them with a lantern. Copied with more or less success (usually less) by many of our Canadian friends, the original is still leading.

¶ We make these in McKay and Turns, with or without Cushion Insoles. Shoes illustrated are McKay.

¶ Oh! Yes! Of course solid leather, all shoes stamped with our name are Solid Leather.

¶ Our poet has broken loose again—

When you purchase your Spring shoes
DO IT NOW—

Weston's are the kind to choose,
DO IT NOW—

Quality and Style are there,
Fit is right and Price is fair,
Weston's Shoes are BEST TO WEAR.
DO IT NOW—

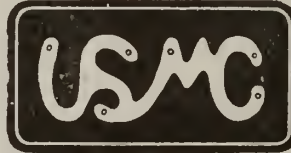
Everyone please join in the chorus.

Weston Shoe Co., Limited
Campbellford, 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.

22 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



“DOCTOR’S SPECIAL”

- ¶ The *Premier* shoe for particular men who desire footwear suitable to present seasonable conditions, yet dressy enough to give the wearer a feeling of pride.
- ¶ Made from the best of materials throughout with the same scrupulous workmanship that characterizes every BELL shoe.

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.”



"MADE IN CANADA"

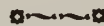
If you are short of

RUBBERS

send us your order to-day

We have complete stocks and can ship first train after receipt of your order.

Special staff to handle orders received after office hours.



THE KAUFMAN RUBBER CO., LIMITED
BERLIN, CANADA

VANCOUVER
EDMONTON
SASKATOON
WINNIPEG
LONDON
TORONTO

OTTAWA
MONTREAL
FREDERICTON
TRURO
CHARLOTTETOWN





Welts - - \$3.00 to \$3.50
 McKays - - \$2.25 to \$2.65



You will fight for it,
 Will you buy for it?
 "CLASSIC" Shoes are the
 one good buy.

"CLASSIC"
 then
"CLASSIC"
 and still
"CLASSIC"

The busiest stores in Canada make a special feature of "CLASSIC" Shoes.

For Women and Children

And there's a good reason why they *PAY*. They have the style, the fit, and the wearing quality that *SATISFIES*; and they are sold to the dealer at a price which leaves him a good margin of *PROFIT* and gives him a popular priced big selling line.

"THE NEATEST SHOES IN SHOEDOM"

THE SHOE THAT IS SUPPLANTING FOREIGN FOOTWEAR

Made in Canada, at Canada's most up-to-date Shoe Factory.



Welts - - - \$3.00 to \$3.50
 McKays - - - \$2.25 to \$2.65

Getty & Scott
 Limited
 Galt, Ontario

The "EVERYDAY"

Sells "Everydays" Everyday

And everyday it gives complete satisfaction. This accounts for the saying that "One sale of the 'Everyday' Shoe makes two customers."

The "Everyday" Shoe is smartly stylish, perfectly comfortable, and as well made as honest material and thorough methods can make it.

Made in Canada
in all the Popular Leathers

T. Sisman Shoe Co., Limited AURORA
ONTARIO



"YAMASKA" STAPLES

Made-in-Canada

Should be on *Your* Shelves

Not only because they are made in Canada, by Canadian workmen, of Canadian materials, wherever possible, but also because of their value to you as a "bread-and-butter" line, so to speak. Every shoe merchant, whether situated in country or city, will find "Yamaska" shoes strong sellers with a good proportion of his trade. These shoes have a high reputation for standing up under severe tests, and by stocking them you will greatly increase both your turnover and your net profits.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUEBEC





No. 205. Women's Felt Buskin, Plush Bound Leather Facing, Flexible Leather Sole and Heel.

For Wear,
Warmth,
and
Comfort



No. 128. Men's All Dongola Blucher, Toe Cap, Heavy Felt Lined, Felt Sole and Heel.

there is nothing quite equal to

The Great West Felt Co.'s

“COLDPROOF” FELTS

Every inch of the felt used in this well-liked line is of our own manufacture, made upon special machinery designed by our own experts. Upon the sole of every genuine “COLDPROOF” FELT our named is stamped, and this mark constitutes a positive guarantee of quality.

WE ARE NOT IN ANY TRUST

and our products are sold through independent jobbers. Our line includes a complete range of smart styles for outdoor and indoor wear, for men, women and children.

CATALOG ON REQUEST

If your jobber cannot supply you with “COLDPROOF” FELTS, write us and we will at once supply you with the name of a jobber who can.

The Great West
Felt Co., Limited

Elmira,
Ontario



No. 243. Women's Felt Romeo, Plush Bound, Bow and Buckle, Flexible Leather Sole and Heel. Colors: Green, Brown, Red, Grey and Black.



No. 200. Women's Felt Bal, Circular Vamp, Vamp Lined, Leather Facing and Back Strap, Felt Sole and Heel.



Is Your Stock of "Miner" and "Shefford" Rubbers Complete?



THE seasonable weather of the last three weeks, plus Christmas buying, has, no doubt, made considerable inroads upon your assortment of styles and sizes. Now, after the holidays are over, is the time to go into your stock carefully and SORT UP.

Such prompt and satisfactory sorting service as our nearest selling agent can give you at any time enables you to make a large rubber turnover, with a minimum of capital invested at any one time—a point worth while considering at present.

Try a sorting order and be convinced.

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



MADE IN CANADA

In Toronto there is a REGAL factory, in which REGAL SHOES are made especially for the Canadian trade.

In shapes and patterns these REGAL SHOES are identical with those sold in our 18 New York stores.

That is, in the REGAL line, you get an absolutely *Canadian-made Shoe*, that is also an authentic reproduction of the smartest New York Styles.

35 Regal Styles Always Ready For Immediate Shipment

If there is not already a REGAL Shoe Shop in your town, write us concerning exclusive local selling rights.



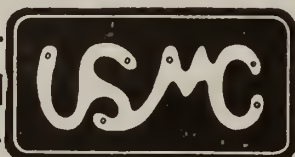
Style 1525—BARRISTER—Black Calf Bal.
Cost: \$3.90 Retails: \$6.00



Style 1518—BELMONT—Heavy Box Calf
Cost: \$3.50 Retails: \$5.00

REGAL SHOE CO., LIMITED
102 Atlantic Ave. Toronto, Ont.

If it Bears This Mark



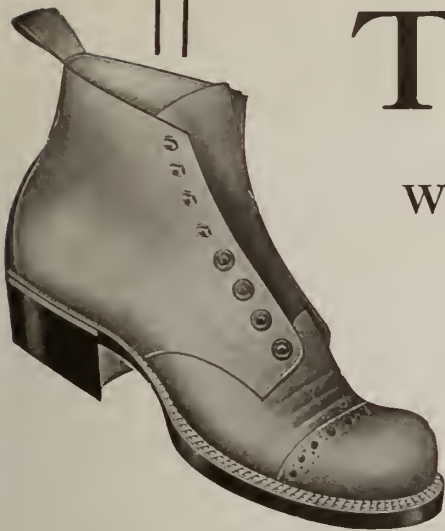
You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

492
St. Valier Street
Quebec, Que.

Montreal, Que.

122 Adelaide
Street West
Toronto, Ont.



During 1915
Tebbutt Shoes

“Made-in-Canada”

Will Enjoy a Larger Sale Than Ever Before

This is due not only to the *inherent quality* of Tebbutt-made shoes, but also to the splendid reputation achieved by our “Doctor’s” and “Professor” brands for many years past—which reputation is being steadily augmented.

Therefore the retailer who handles these two brands will find selling much easier than will be the case if he handles shoes of poorer quality, and lesser reputation. By keeping a full range of these shoes on his shelves during 1915 he will turn his stock over oftener, because of the demand, thus increasing his net profit, as well as the good-will of his trade.

It will pay every retailer to include in his New Year’s resolves one to stock more “Doctors” and “Professor” Shoes during 1915.

All the Leading Canadian Jobbers
 Carry Our Shoes in Stock

**The Tebbutt
 Shoe & Leather Co., Ltd.**
 Three Rivers, P.Q.

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909
 NON
 PERSPIRO

“Cock O’ Th’ North”



*THE
 Professor*

PAT. NO. **+** 119409
 GOLD CROSS
 SHOE

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM



Davis Leather Co., Limited
NEWMARKET ONTARIO

The "GRACIA" is a money-maker

This is a well-proved fact, the absolute accuracy of which has been tested by scores of wide-awake shoe merchants. The "GRACIA" is a women's McKay Shoe, of unusual distinction of style, made throughout of solid leather and warranted by us to give the highest degree of satisfaction.



No. 137
Brocade
Top,
McK.
Turn,
Dixie Last

POPULAR PRICES

Big range of stock ready for immediate delivery

The W. E. Woelfle Shoe Co.
Berlin, Ont. Limited

REPRESENTATIVES—
New Brunswick, Nova Scotia and Prince Edward Island—KILLAN & SEMPLE
Quebec - - - - - A. MARTINE, 743 Champlain St., Montreal
Ottawa Valley - - - - - E. E. CODE, 281 Wellington St., Ottawa
Toronto and East - - - - - L. J. ILES, Toronto
Manitoba, Saskatchewan and Alberta - - - - - G. G. LENNOX
British Columbia - - - - - F. F. HENDERSON, 416 Cordova St., Vancouver



FORWARD, MARCH!

Onward to greater prosperity



The best route is along the old, firmly trodden road of QUALITY.

Give the public values that impress them, and you will get their future trade.

Try the vitalizing effect of

“MURRAY-MADE”
and **“DERBY”**
for the Men and—
“CLEO”
for the Women

They get you the business on the triple ground of *looks, comfort and wear.*

MADE EXCLUSIVELY BY

The Murray Shoe Co., Limited
LONDON, ONT.

Montreal Branch:

SOLE **FRANK J. McKENNA** AGENT
Read Building, St. Alexander and Jurors Streets.

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 C. Parsons & Son, Limited, Toronto

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
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THE
Robson Leather Co.

LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box
 Sides, Velours Sides, Gun
 Metal Sides, Heavy Storm
 Leather of all kinds in
 Chrome and Combina-
 tion Tannages.

52 VICTORIA SQUARE
 MONTREAL, QUE.

621 ST. VALIER ST.
 QUEBEC, QUE.

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.



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



JANUARY FOOT-PRINTS

consists of a

Handsome Catalogue

of

"BERLIN"

WARM FELT FOOTWEAR

and

KIM-FELT

"KUMFY'S"

PROFUSELY ILLUSTRATED IN COLORS

DON'T MISS YOUR COPY



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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TORONTO, JANUARY 1, 1915

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Foreign Subscription, \$2.00

Does January Sale Bring Any Profit to Retailer?

Should You Have a January Sale?—The Views of Different Dealers—Why One Man Scouts the Proposition—Other Retailers Explain Why Sales Are Profitable to Store—Circumstances Have Much to Do With the Case



What are you doing regarding the January sale this year?

While in the past most shoe retailers have had strong ideas on the subject either for or against the holding of a sale, this year there are a great many who hardly know which way to turn, and while they agree that there are a dozen reasons why reductions in January are not advisable, still there are other reasons that make it almost imperative to reduce stock this month.

Although stocks are low in many establishments, business has been abnormally quiet within the past year and especially so in the last six months or so. The holiday season naturally causes conditions to pick up to a certain extent. It is generally anticipated, however, that January and possibly part of February will be quiet months as far as the retailer is concerned, although it is pretty well an assured thing that the trade in general will improve steadily from the middle of February on, and all the leading shoe dealers in the country predict a good spring season.

However, it is felt by the average shoe retailer that he must do something to stimulate trade during the next month or so, and the first means of doing so that occurs to his mind is the holding of a January sale. Those dealers, who in the past have been in the habit of instituting annual or semi-annual reduction sales, seem this year to be working along the same policy as usual. Other shoemen who in past seasons have taken a firm stand against sales, this year do not express such decided opinions on the subject.

Has Stood Out Against It

A Toronto retailer said: "In the past I have stood out firmly against the idea of January sales. In fact I took such a decided stand on the question that I would be cutting my own throat were I to institute a sale in my establishment. I have drilled into the minds of my customers my policy of 'quality, not quantity,' therefore they would lose confidence in me immediately were I to open a January sale. On the whole I feel satisfied. My stock of 'shelf warmers' and left-overs has never been large, and this year is no exception to the rule. I have always been a fairly good buyer, and when I see a line is not selling any too well I

push it hard, and also give my clerks orders to do so. Business has been very slack lately, there is no denying, but I think I would be unwise to make a change now, as I feel it will be merely a matter of a month or so before things begin to improve."

A Montreal dealer approached last week said, "I am undecided as to just what I will do this year. I have never favored the January Sale idea; neither have I ever expressed any very decided objections to it. I have never held a sale of any kind, however, and hate to begin now. The class of custom I reach is of the well-to-do class, and in the past I have never had any trouble catering to their entire satisfaction. This year, however, things are somewhat different, and owing to poor business conditions and lack of employment in all walks of life and in every trade and profession, my business, as has undoubtedly been the case with every other retailer, has dropped off to a considerable extent. Something must be done to liven up things.

"From what I observe, folk who have never bothered themselves in former years with bargains or reduction sales, seem to feel this year that it is incumbent upon them to economize in every direction and have bought as little as possible in the way of footwear and when they do purchase, strive to get all they can for the money they are called upon to pay out. Not only this, but certain folk who have always been more or less particular as to what they wore in the matter of style and adaptability, have sacrificed some of their fastidiousness. Where it was impossible to dispose of an old last, or at least very difficult to do so a year or so ago, this year people are not so 'finicky.' This means that the dealer who overbought, and who is loaded up with old stock is going to offer it at attractive prices, now that he sees a chance of unloading it. Therefore, although I do not favor the idea, it appears I must 'follow the crowd' in order to protect my own interests."

How the People View It

The foregoing view is that taken by a large number of shoe dealers interviewed. Many retailers who do not as a rule believe in the January sale, feel that the question this

year is not the same at all as in former seasons. They have always looked coldly on the proposition. They believe it ordinarily does more harm than good. People get the idea when they see a dealer advertising a January sale, that he has been "doing" his customers in the past. For instance, Blank, who is a patron of the Jones Shoe Store, will say, "Why is it that Jones can advertise his wares, 'any shoe in stock' at a reduction of 20 per cent.? I can depend on it that he usually makes a pretty good profit on the footwear he sells me, and by gosh, if he can afford to take off another 20 per cent. from the usual price I pay it must mean that he is making a profit of thirty or forty per cent. on every sale, and it is about time for me to take my patronage elsewhere."

Probable View of Customer

Now there is a whole lot of reason to account for the average customer's taking this view. First of all, he may not be very well up in shoe figures. While he can usually tell when he is being charged a dollar too much for a pair, he has hardly any idea at all of the production cost of footwear. He knows that a certain shoe sells for \$5.00. He has the suspicion, which is a common mistake made by the consumer, that he is handing the dealer a clear 100 per cent or more profit on the article he buys. How does he get this idea? Perhaps he happens to know that a certain brand of footwear sells wholesale for \$3.50. He pays \$5.00 for it. The retailer must secure a profit of \$1.50. The customer forgets to account for operating expenses of the retailer. He always figures about \$2.00 net profit for the dealer. Mayhap an opportunity occurs where the dealer can explain and show a patron just what per cent. of net profit he makes on a single pair. The customer is fairly well satisfied until he sees a sale advertised by this same dealer guaranteeing a genuine reduction of twenty or twenty-five per cent. What is the natural conclusion he jumps at? Why, he feels that he has been cheated and that the dealer has acted in a hypocritical manner.

There are other reasons why certain dealers do not favor January sales. In ordinary good times, many retailers state, there is no excuse for a man to over-stock. Sane, sensible buying, they say, eliminates the necessity of holding sales. These are not ordinary times, however, and these self-same dealers now feel that it is not merely a question of getting rid of left-overs, but one of stimulating trade, and that perhaps a January sale is necessary to accomplish this end. Therefore, many dealers took an undecided stand on the question as to whether it pays to have a sale.

Two Sides to Question

There are the dealers who have always held January sales in the past. Without exception these men are holding sales this year. In fact, with conditions in such a quiet state, many retailers have been holding their usual January sale since as early as December 1st, and will continue as long as it is to their advantage to do so. These retailers give some very good reasons explaining why they are justified in their move. One shoeman said, "As usual, I am holding a January sale this year. In fact, I believe had I never held one before, I would do so this year and would feel amply justified in running a reduction sale. I have been in the shoe business for the past twenty years, and have always held an annual, and sometimes a semi-annual sale. I have never found that it did any harm to my business, but has always helped me to clear out old odds and ends that I would otherwise never get rid of. I do not, as a rule, allow a discount on every pair of shoes in the store, although on several occasions I have done so, making the reduction a very small one. Usually my January reduction is an offering of slow-selling lines, featured in the window and advertising matter of the store, as well as in the store itself."

Another retailer who operates a store in the shopping section of Winnipeg stated, "I am a strong believer in Janu-

ary sales. They not only serve as a means of selling old stock, but also aid in disposing of the faster moving lines. For this reason, I am taking special pains to make my sale this year a successful one. Two years ago, I deliberately dropped my January sale as a means of testing its value. My business dropped off thirty per cent. that month, which was enough to satisfy me that a sale paid as far as I was concerned, as I usually make a good profit during a sale. This I attribute to the fact that I always ask a good price for my footwear, and have always found that people were willing to pay for what they got. However, catching the transient trade that my establishment does, I would be foolish not to take advantage of an opportunity to dispose of old stock, secure customers for the faster moving lines, and advertise the store. The January sale, I find, accomplishes all these purposes. Not alone for those reasons does it pay, but it also protects me from a competitive standpoint. If I were in a certain location, I would not think of holding a sale at January nor at any other time. But where an average store is located at a central point, a January sale is a necessity. For, if you don't hold it the other fellow is doing so, and his store gets the bargain hunters, of whom there are a large number in every town and city. I hold my sale before stock-taking, as I have to know just what I have in my store, but the man who is not certain on this point is foolhardy when he offers reductions without knowing where he stands."

From the foregoing interviews, it can be seen that the January sale is being looked upon in an entirely different light by many shoemen this year. From a consensus of opinions, it will be seen that the January Sale idea is favorable to many dealers to whom in the past it did not appeal. The effect of the war, and adverse business conditions seem to be responsible for the feeling, and certainly there are a great many more January sales than in the past. In fact, in the shoe trade as well as in other lines such as gents' furnishings, furniture, etc., there are dealers who did not wait until January to start their sales, but who had them well under way in December.

Many are of the impression that the cry of "Sale" scares people, and causes them to be suspicious as to their genuineness, as sales within the past year have been so frequent in all branches of trade.

Big Changes in Felt Plants

Some changes and additions have been made to the plants of the Canadian Consolidated Felt Co., Berlin, with a view of taking care of the large amount of the lighter lines of winter wear and "Kumfy" slippers, such as have been imported from other countries into Canada in the past. With this in view, the company have secured the services of Mr. C. A. Maddox, who was for fifteen years superintendent of the Daniel Green Felt Shoe Co., of Dolgeville, New York, and have installed for this purpose, a complete new equipment consisting of electric cutting machines, latest type lasting machinery, turn machinery, etc.—in fact, a complete outfit of up-to-date equipment especially suited for the work of making the lighter lines of felt house shoes, "Kumfy" slippers, etc. In addition to the cheaper grades of slippers, there has also been provision made for making the higher grades of bedroom and boudoir slippers in finest felts of the most delicate shades of color, also velvet and silk evening and dress slippers. The company have also completely re-equipped one of their felt mills with the view of specializing in this mill in fine colored shoe felts, as they expect the demand for "Kumfy" slippers will require a largely increased capacity for this class of stock. They have secured the services of Mr. O. S. Campbell, who has been for many years the superintendent of some of the best felt mills in America.

Few Retailers Make Over Five Per Cent. Net Profit

They May Think They Do But Do They—What Five Per Cent. Really Means—Great Many Shoe Dealers Are Earning a Living Only—Some Facts on Figuring Profits

Do you make five per cent. net profit on your shoes?

You may think this question ridiculous; but, are you sure you're making five per cent. net profit? By five per cent. net profit we mean that every time you sell a dollar's worth of goods you make five cents over and above all expenses—depreciation, interest on your money, your stock, and everyone's salary, says an exchange.

Here's what five per cent net means:—

If you have \$2,000 invested in your business and sell \$8,000 worth of goods during the year, your \$2,000 will have earned its interest whether the money belongs to you or someone else, and, at the end of the year you have an investment of \$2,000 and a clear gain of \$400 outside of the salary you have paid yourself from the business.

Few retailers make more than five per cent. on shoes. Few turn their stock more than three times a year. Some make five per cent. profit by turning their stock but once. A great many retailers are just making a living. They do not even make five per cent net.

It has been shown that the cost of doing business amounts to between twenty and thirty per cent. on the selling price.

Instead of buying a shoe at \$2.25 to sell at \$3.00 and trusting to luck for the expense to take care of itself, why not take out your five per cent. profit first, which is 15 cents; then figure the selling cost which amounts to, say twenty-eight per cent? Leaves you up a tree, doesn't it? It means a loss of 25 cents on a pair of \$3.00 shoes. Obviously then, you cannot afford to sell for \$3.00 a shoe that costs you more than \$2.00—that is if you want to make five per cent. net profit.

In every business leaders are needed. A live shoe store must appeal to every class of people in order to build up the business. Certain classes of people will not wear a \$3.00 shoe that costs you \$1.75 because they want shoes that embody the latest style features. They want shoes that fit perfectly—which are carried in widths—and they will shop around till they find them. To get the trade of these people—who make good boosters when they buy of you, it is necessary to buy some leaders and it may be necessary to pay \$2.15 for a few styles to sell at \$3.00.

Then, there is a class of trade very easily satisfied—

who want nothing but plain, good-fitting shoes—and who are willing to pay \$3.00 for shoes that you can buy for \$1.75.

And between these two classes is a great mass of customers who can be induced to pay \$3.00 for footwear and who will return time after time for duplicates which you can buy for \$2.00.

There is a high-grade class of persons who care more for style than for what it costs. They insist on what is new when it's new and the dealer who is left with any of these shoes after the demand has fallen off is most unfortunate, as they would not buy them at any price. To offset the amount of depreciation in goods of this character—novelties—retailers should get a gross profit, unusually large—seventy-five per cent. average on the cost price is not unreasonable.

It is to be hoped that this sermon on "profit" will set many retailers "right with themselves" and with their stocks.

Let Other Fellow Give Credit

"Charge it," she says, often because it's the easiest way.

And then there are some who open charge accounts because they want you to see their names on the books so that you will patronize them in return, says J. & K. Shoe News.

Funny thing about this credit business. Because they are not required to pass cash, some folks buy more than they otherwise would. Others pay less because the spectre of huge bills—magnified—haunts them o' nights.

A still funnier thing is that some people who run up big charge accounts invariably patronize your competitor when they do get hold of cash. You want to bring such folks to time on time.

We suggest that unless you are absolutely sure of your customers' credit, don't grant it—let the merchant across the street take chances. We also suggest that when you do extend credit, you render your bills the first day of every month and insist on prompt payment, particularly in cases where you are a trifle doubtful.

And finally, unless your stock consists of philanthropy instead of shoes, don't let your fellow church member, lodge member, or anyone else run up big bills.

Made Many Improvements

Ed. C. Garbutt, shoe retailer, of Pictou, Ont. who some time ago bought the business of the late J. C. North, has, during the past few months, made decided improvements to his store, which is now very bright and attractive. New lighting fixtures have been installed, as well as several silent salesman show cases, oak chairs, fitting stools, parceling counters, etc. In fact the whole interior is re-arranged and it is Mr. Garbutt's intention, later on, to make other renovations which will certainly make his establishment one of the neatest and nicest that can be found. Mr. Garbutt is a live shoeman, was for years employed with the late Mr. North, and is widely known throughout Prince Edward County. He makes a specialty of traveling goods in which he has developed a large trade.



Next Army Shoes to be for "Service," not for "Parade"

What Canadian Government is Learning in Supplying Footwear for the Forces—Leading Authority Says Shoes for First Contingent Were not Meant for Foreign Service and Good Value Was Given—New Pairs Should Weigh 65 Ounces

When the Canadian Government places its next order for army footwear indications point to a likelihood of heavier shoes being specified. The belief is growing that the shoes so far ordered are not meant for wear by fighting men in the trenches or soldiers roaming the plains and mountains, but by civilians in the process of becoming soldiers,—clerks and managers and postmen and farmers, and others who go to make up a volunteer army in training.

The footwear already distributed is "parade" footwear, and not "service" foot covering, if the keener minds see things correctly. It is certain that no comparison can be made between the shoes being made in Canada for our soldiers and those approved by English and foreign Governments for use by men in the firing line. The Canadian model, in such a comparison, is a gentleman's, and the European is a workingman's shoe intended for the hardest kind of wear. Practical shoe manufacturers give credit to the firms who already have executed Government orders. They say that the shoes were made according to specifications, broadly speaking, and, in the case of the supplies for the first contingent, under most trying circumstances. But the specifications are generally not thought to be those for the "fighting" shoe. The sole is not heavy enough, and it is not hob-nailed or quilted, nor is the heel reinforced by a steel plate. The shank is too narrow and not strong enough to stand spade work. The uppers are not heavy enough in all cases, though sometimes they are sufficiently heavy, but not pliable. In short, the specifications are for a shoe that does very well for use in Canada for parade or training purposes, but which does not answer for wear in England, much less in Europe.

Says Shoes Were for Home Use

That the shoes for the first contingent were not meant for foreign service; that they were, on the whole, entirely up to Government specifications; that they were, broadly speaking, well-made and delivered in record time; that the shoe manufacturers who executed the Government's first order for army footwear deserve credit for what they accomplished, was stated by W. V. Matthews, manager manufacturing department Ames-Holden-McCreedy, Limited, Montreal, in an interview with the *SHOE AND LEATHER JOURNAL*. Mr. Matthews had just returned from a business trip to Boston and New York, and expressed surprise that there was so much gossip in shoe trade circles on the subject of the first lot of army shoes.

"Those shoes were never meant for foreign service," said Mr. Matthews, "as the Government well knew that their specifications called for shoes that did not at all resemble the standard army patterns generally endorsed by Great Britain and European nations. It was not the intention of the Government to set a new style in army footwear for nations that had learned by practical experience what was best suited for war use.

"There is an army shoe," said Mr. Matthews, picking up an English army model, real service style, "which is the only make that will stand the wear and tear of actual service conditions. A pair of them weigh 65 ounces. The shoes supplied to the Canadian Government would not weigh more than 38 ounces, which is about 18 ounces to 20 ounces more than the weight of an ordinary pair of men's welts. You cannot observe both shoes and say they were meant to give the same service. It is ridiculous.

"The shoes supplied members of the first contingent were meant to be used by the soldiers while in training to accustom their feet to heavier footwear. The immediate change from light welts to shoes of the army patterns as

used in Europe would have crippled most of the volunteers in a week. Knowing that it would be months before the Canadian force went to the firing line, the Government saw fit to specify shoes such as were ordered, and, speaking generally, they received good value from the Canadian manufacturers who shared in the business. Speaking for our firm, we received an order for 62,500 pairs, or about one-fourth of the entire quantity. Not one pair has been returned or complained about. It is quite possible that some manufacturers may not have been so fortunate.

"You must realize the tremendous handicap under which we all worked. These shoes were wanted almost immediately. Our own first delivery, 35,000 pairs, was made three weeks from the date on which we received the order. Think of the difficulty of securing a staff in the factory to



W. V. MATTHEWS, MONTREAL

handle such work quickly. Conditions in the shoe trade were slow at the time the business was placed, and few factories had on their pay roll a staff nearly adequate to do the work. Extra hands had to be taken on and put to work with the older employees. The specifications furnished were specific. For the uppers, for example, 6 ounce calf was designated. There was not enough of this weight on hand to go around. Somebody had to use lighter stock, because it was an impossibility for the tanners to produce more on short notice. A lighter stock could not be used satisfactorily, and doubtless some of the complaints arise from the fact that specified stock was not used in every pair.

"To me it seems a fine compliment to Canadian shoe manufacturing that complaints have been so few. Every shoeman knows that newly made shoes are 'green'; and 'green' shoes do not retain their shape when worn immediately, but assume the shape of the foot covered. All these shoes were shipped as soon as they were made, as the factories were working night and day—while the inspectors worked Sundays too—to gain time. They should have been held for two or three weeks, to become seasoned. Let us be fair to everyone from the Government down to the humblest worker in the shoe factory. From top to bottom every one concerned was working under tremendous pressure.

"As for future army shoes," concluded Mr. Matthews, "when the Government calls for shoes for service on the firing line they will find that Canadian makers are quite capable of supplying requirements. Some excellent samples have been placed before the authorities."

A Profitable Line of Findings For Cold Weather

With Winter Selling Now in Full Operation You Have Opportunity for Large Profits—What is Doing in Findings—Buckles and Shoe Ornaments Popular—Strong Revival of Gaiters and Leggings—Dandy Advertising Scheme.

Is your findings department strictly up-to-date?

Many shoemen are under the impression that all they have to do to successfully operate this profitable sideline is to stock up a sufficient assortment of the various articles called for and then let the department run itself.

Naturally, they are disappointed when no interest is shown by patrons of the store, and when they show absolutely no desire to purchase. But very often there is a reason which explains the poor showing being made by the department.

Supposing you were to secure a stock of footwear in your store then turn your mind to something else, what would be the result? Why, you wouldn't sell a dozen pairs a week. Moreover, after a short while, your shoes would be out of style, your assortment poor, and the department would assume, to use one of the latest slang phrases, a "nobody home" appearance. Rank failure would be the result. The same applies to the findings department. To be a money-maker, it must be up-to-date in every respect.

Popular Lines This Winter

There are some articles which sell better than others at a certain season. At the present time, an exceedingly large call is being made for buckles and ornaments.

There has been so much talk about the possibilities of shoe ornament popularity for the winter that a canvass of representative dealers is necessary to secure sufficient data to offer any predictions. With this in mind a thorough investigation was made by the writer and some interesting information brought to light.

The consensus of opinion is that short skirts and the modern dance are assured for all season. And almost to a man shoemen agree that these two factors make shoe jewellery a necessity to the well dressed woman. Therefore, it is agreed that there must be ornaments and the question is of what sort.

Buckles and Ornaments Will Be Smaller

The one predominating feature in fashionable shoe ornaments is that they are smaller. This applies to the whole gamut of novelties from buckles to colonial tongues. The large gawdy ornament of yesterday is dead; the modest but rich ornament of to-day is very much alive.

Good stores are showing many evening slippers of black and white effects. These are ornamented with beads, jet, and rhinestones, sometimes in combination, sometimes not. Plain blacks and fancy button ornaments, also vegetable ivory ornaments in black and combinations of green, white, purple and other colors are strictly new. Small rhinestone buckles and buttons are used to quite an extent, also small German silver ornaments in the shape of crescents and other pleasing patterns have replaced bows on plain or strap pumps. Little touches of color are added by using ivory ornaments that give a bit of life to an otherwise plain shoe. Many dealers think that rhinestone is the staple ornament which will endure for many years because of its adaptability.

On the whole it seems to be a safe prediction that shoe ornaments are going to be popular all winter. The following is good proof. All the leading shoe shops of a large city were visited. All the stores had a representative buckle stock and almost every low shoe for women in the stocks had ornaments. Then, too, dealers in all parts of the country were asked about the outlook. Over ninety per cent. of the answers were that there would be a strong call for ornaments.

Speaking on the subject a leading Montreal findings house manager said, "We are having such a call for over-

gaiters and leggings that we are working our factory night and day, and are still behind in supplying our customers. Is this not encouraging?"

The above statement gives one a fair idea of the demand being made throughout the country for these goods. Gaiters for women and also for men have the call. The field for women is particularly large. For gaiter boots are undeniably the fashion. Now there are many women who prefer low shoes for the greater part of the winter. By wearing gaiters they have all the appearance of wearing fashionable high shoes.

A large Eastern findings house are showing a gaiter for women which, when worn over an ordinary shoe, gives it the appearance of a fashionable cloth top product. This gaiter is turned out in all colors and fabrics, and is making a tremendous hit, as the top can be changed. Thus, while style is attained, one is also able to practice economy. Now economy is an important question, and where shoe wearers formerly purchased half a dozen pairs of shoes, they are now limiting themselves to one, two, or three pairs at most. When the imitation fabric top gaiter is worn, the wearer has the same advantages as she would have with half a dozen pairs of shoes at her command.

Other Popular Lines

The large call being shown is for light colored gaiters. Naturally the short skirts being worn tend to increase the popularity of the gaiter. In the cities, when passing along a shopping street, one is able to count the wearers of them by the hundreds.

Leggings are also being called for strongly, although it is a little early to sell them yet, but the probabilities are that they will prove very strong this winter. Like the gaiters, they are being shown in all the different styles, fabrics and colors.

At the present season there are a number of other lines that have quite a call, that is seasonable articles used for winter wear, and also birthday gifts. This is the proper time to push lines appropriate for gift giving, and in the findings department there are innumerable articles suitable as birthday presents, such lines, for instance as boudoir slippers, women's hand bags, men's military brushes, and others for which there will be a large demand within the next few weeks.

Give First-class Service

Be sure that your findings clerk knows the stock. Nothing makes a customer so hot as to go into a shoe store, say for a button hook. He is in a hurry. The clerk doesn't seem to find the article and the customer leaves heaping curses on all shoemen as he goes. It isn't the immediate sale that matters so much as the fact that the man may be a shoe customer of the store, and is always at least a possible one. Furthermore, at the present season you have a splendid opportunity of making your findings department better known to your patrons, if it is not already popular with them, and you should go out of your way in order to make it a necessary institution with them when they are shopping.

First-Class Advertising Stunt

Now is your chance to get in some good licks in an advertising way for your findings department. You have for the next couple of months some splendid talking points, and it is to be hoped that you employ them to advantage. Use the present season as a means of profitable advertising. You can also tell patronsof your full winter lines. For

example, suppose you send a personal letter to each one of your lady customers or purchasers, containing a style talk on gaiters and shoe ornaments. If you go the right way about this, that is, succeed in making your circular appear above the ordinary run of advertising letters, you are sure to reap a harvest. First of all, secure what you can truthfully call a real good assortment of shoe buckles and ornaments, and also a stylish line of over-gaiters. If you want to advertise boudoir slippers, you can also secure a good assortment of these. Then get up a circular that will appeal to your patrons. In this article we have given plenty of information as to what is having the call in the large style centres. In the average fair size Canadian town, the feminine portion of the community are, if anything, almost better dressed than the majority of women in the city. There are several reasons for this, principal among them being the feminine love of being just a little better dressed, just a trifle more stylish than other women. In the average town where everyone knows everybody else, you will generally find the feminine section have a keen eye for style, and they are quick to grasp at anything new. Where in the large city one can don a new suit without anyone else being especially aware of it, in the town or small city, the very fact of Mrs. Smith-Jones, society leader, having taken to the wearing of light colored over-gaiters is enough to cause a town-wide demand for them. Therefore, it is up to the shoe retailer to promote this rivalry, and a neat letter containing a style talk, short and sweet, will do an immense lot of good.

There are other methods, also, of advertising your findings department these days. You can employ the daily or weekly newspaper to advantage. Talk on the up-to-dateness of your findings department. Give special attention to it in your publicity arrangements. Dress a good snappy findings window. But, above all, be sure you are creating interest. Get the women interested. Then watch how the profits roll in.

Simple Stock Keeping Method

A sheet (loose-leaf preferred) is given each style and the style number entered thereon, together with a description

SELLING PRICE.....		STYLE No.....				
DESCRIPTION		COST				
Period Ending	RECEIPTS		DISPOSALS		On Hand	Cost
	Factory	Exchange	Exchange	Sales		
3-8					120	
3-16	36	1		15	142	
3-24		1	1	10	132	
3-31			2	12	119	
4-8	72			22	169	
4-16		1	1	9	160	
4-16					160	
4-24				30	130	

SAMPLE SHEET OF STOCK-KEEPING BOOK

of the shoe, its selling price and cost by a leading retailer who explains his simple system as follows. To begin with, an inventory is taken, and the number of pairs entered in the column headed, "on hand." Postings can be made

on the sheets weekly, or, to avoid the broken weeks at the end of the month, for inventory purposes, the postings may be made in periods of, say, eight days, closing the periods on the eighth, sixteenth, twenty-fourth and last day of the month, or in ten day periods, tenth, twentieth and last day.

As shoes come in from the factory they are given lot numbers, and at the end of the week, or period, the different styles are assembled into one quantity, and this quantity, posted in the column, "from factory." Likewise, the exchanges, i. e., returned from customers in exchange for other styles, are also assembled and posted in the proper column, "receipt exchange," or "disposal exchange," as suggested. In a similar manner the sales, both charge and cash, are assembled and posted in the "sales" column. The difference between the receipts and disposals, added to or subtracted from the quantity in hand, as the difference would require, gives the number of pairs on hand at the close of the period.

At the end of any month, or period, for that matter, extensions may be made into the dollars and cents column, and by adding the stock-sheet inventory can be quickly obtained. This inventory, however, should be occasionally verified by a physical inventory and corrections made on the sheets to correspond with the physical inventory. It is suggested that all physical inventories be entered in red under the date taken, and these entries made on every sheet whether corrections are necessary or not.

This method does not keep track of sizes as this would complicate the system. Sizes are easily taken of stock on hand, and salesmen's duplicates and copies of mail-orders will indicate what sizes were originally ordered.

No Need for Such Destruction

"I do not see that it is at all necessary," remarked a shoe jobber the other day, "for a dealer to pull, jerk, haul and maul shoe shipments in order to discover defects. Here are five shoes that have just come back. They are a pebble Bal., standard screw for women, and have been lasted on a straight last in which there is no hinge. Now this last does not change style and is used by manufacturers from year to year. All this boot costs a shoe dealer is \$1.15. It is possible that one or two of the shoes may have been split a little at the throat, but this dealer has gone to work and pulled both sides apart, with the result that the vamp has split on three or four pairs, as you see. Now, this is not the fault of the leather, because no shoe would be expected to stand the strain which this man has put upon it in his efforts to discover something wrong. You can take any article on earth, and if you pull and yank hard and long enough, it will either tear or get out of place.

"Then, here is another dealer, who has returned to us a man's McKay shoe, box kip, which sells at \$1.25. This shoe has, of course, a gum canvas box toe, which will stay up under all circumstances, and to find if it is firm, all the dealer has to do is to put his thumb on it and press with a reasonable force. But this offender has used the whole strength of his hand, in his effort to crush or break down the box toe, with the result he was successful in the instance I have spoken of. When dealers can buy shoes at the figures I have mentioned, so long as they can give the wearer reasonable service, it is all that is necessary. Such shoes are not warranted to be of as good leather and have as good lining, box toes or counters, as those which sell at double or treble the money, and dealers in ordering, should take this into account. There is no use practising vandalism when examining shoe samples."

A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, Ont., was in Montreal recently on a business trip.

Shoe News in Short Shape

Several changes have recently taken place in the C. N. W. Shoe Co., Limited, of London, Ont., who are now located in their new and large factory on Rectory street, where the equipment is very complete and the capacity is five hundred pairs a day. The new President and General Manager is Edward S. Hunt and William E. Wilson is Vice-president and Secretary-Treasurer. Heretofore the company have limited their output to ladies' high-class welts, but in addition the new factory will manufacture ladies' high-class turn shoes, having just installed the latest necessary machinery for this work. The company have a nice lot of orders on hand which will keep them busy for some time.

C. C. McPhaden, of Cannington, Ont., for several years on the selling staff of McLaren & Dallas, wholesale shoes, Toronto, covering the ground from Sault Ste. Marie to Winnipeg, died very suddenly on December 23rd, aged fifty-eight years. He had been enjoying a game of curling in the afternoon but was taken ill and shortly after returning home passed away from hemorrhage of the brain. He leaves two sons and two daughters and, previous to taking a position on the road, was in the general store business in Cannington. He was widely known and well thought of by a large circle of friends. His ground will be covered for the present by J. J. Connor, of McLaren & Dallas staff.

Orders are not coming in briskly to last manufacturers, although a few report a little better business. In the women's lines a slightly pointed toe with a short vamp is the latest style attracting attention from shoe manufacturers in the West and East. For men, ridge effects are worked, upon, together with medium high toes. Colored kid is now taken up by medium grade shoemakers and a few dainty samples are ready for the late buyers. Velvet in all shades is considered a good proposition by many well posted men, and the favorite shades are champagne and brown. Regarding shades, it may be well to mention that the words putty or sand, which are so widely used nowadays, do not carry with them the same good impression as champagne or fawn. Moreover, putty and sand are not as settled shades as champagne and fawn.

The National Shoe Wholesalers' Association of the United States have issued this circular letter: "The uncertainty surrounding the hide, leather and shoe trade just at this time suggests that it would be advisable to postpone for a time the calling of a general meeting of the allied trades mentioned, to be held in Boston in January, 1915. If conditions later on indicate such a meeting would be productive of good to those interests the call will be made. We greatly appreciate the interest you have taken in the proposed meeting, and if after the work incident to the close of the year is out of the way conditions in the hide, leather and shoe trade suggest such a meeting, we sincerely trust you will renew the interest you have taken."

Commenting on the convention of the Trunk Manufacturers' Association held recently at Mishawaka, Indiana, a trade paper "Trunks, Leather Goods and Umbrellas," says: "For the first time in association history the convention was honored by the presence of a distinguished foreign manufacturer. Although from beyond the National border, the word foreign does not properly express the industrial position of Mr. Langmuir, one of the Dominion's leading trunk manufacturers. His interests are sufficiently co-ordinant with those of the U. S. A. to justify a lively concern as to our co-operative methods and progress. Mr. Langmuir was the guest of the Hartmann Trunk Co., at the convention and later in Chicago.

The rubber industry of the United States faces a grave situation as the result of the embargo placed by the British

Government upon the exportation of crude rubber from Great Britain and her colonies, according to a statement issued by the Rubber Club of America, which includes the leading manufacturers and importers of rubber in the country. An advance in prices is imminent, unless the embargo is soon removed, the statement says, and idleness faces many of the 125,000 persons employed in the rubber industry. The statement adds that a special committee of rubber manufacturers has been working with the State department at Washington on the situation, but that owing to "the uncompromising attitude of the British Government, nothing has been accomplished."

Jolly Time at Festive Board

The Blachford Shoe Manufacturing Co., Toronto, tendered their employes an oyster supper on New Year's eve and the event proved most enjoyable. George A. Blachford, President of the Company, presided and spoke on "Co-operation and its Benefits," while Charles A. Blachford gave a talk on "Past and Present Business from the Salesman's Standpoint." Among the other speakers were Supt. H. K. Hayward, George J. Cowling of the traveling staff, and others. The function revealed the fact that, among the employes of the enterprising company, there are some excellent vocalists. Ernest Pretty sang "Tipperary" in his best style, all joining in a chorus, which was slightly amended to suit the occasion and ran something like this:

It's a short way to Blachford Shoe Co.
Where all the girls ought to go,
It's a short way to Blachford Shoe Co.
For the snappiest lines I know;
Good-bye Yankee Doodle,
Farewell Yankee Shoes;
All who know what's what,
Go to Blachford's for their stock.

Messrs. Mitchell and Lomas sang "Old Black Joe and His Dog Fido," and Fred Bowman effectively rendered "They Were Lost by the Wayside." After the feasting, which was enlivened by selections on the piano and a gramophone, the gathering to the accompaniment of euchre and dancing, saw the old year out and the new year in.

Annual Dinner Was Enjoyable

The semi-annual conference of the traveling staff of the W. B. Hamilton Shoe Co., Toronto, was held on December 30th, which was followed in the evening by the annual dinner at the National Club, at which the heads of the various departments were also in attendance. Only three of the eastern representatives were unable to be present. The chair was ably occupied by W. A. Hamilton, President of the Company; while Chester B. Hamilton, Superintendent, was Vice-Chairman. There was a fine programme of toasts and speeches, and the slogan of the evening was "Made-in-Canada," neat buttons bearing these words and the maple leaf in colors being presented to each guest. W. A. Griffiths, of Barrie, who has represented the "Model" shoe on the road for thirty-five years, succeeding his father who was a traveler for the company for some fifteen years before, thus rounding out half a century of experience, made a very happy speech in a reminiscent vein, while patriotic songs were furnished by J. E. Firth of Peterborough, and Wm. Griffiths, Jr. Every guest, of whom there were seventeen in all, was called upon for a few remarks, and all were equal to the occasion. The function was voted one of the best and most successful ever held.

STRAY SHOTS FROM "SOLOMON."



Stop and think! Don't blunder into the New Year with your eyes shut, your ears plugged, and your feet shuffling to defeat. Ponder well the lessons of the past. Learn wisdom from its greatest teacher—Experience. The kind you get in books and from wiseaeres is not half so good as what you may pick up by turning over the rocks and stieks that have tripped you up. "My son attend unto my words; ineline thine ear unto my sayings; for they are life unto those that find them and health to all their flesh." The coming year is going to test the nerve and blood of



*Best wishes for 1915
James Acton*

every business man. You can't afford to repeat some of the things you did last year. You can't afford to neglect some of the things that cost you money and character not to do during the last twelvemonths. Isn't it time to call "halt!" and "right about face!" on some of the things that make your history for 1914? Don't fail to give yourself the ehancee that stopping and listening to the "still small voicee" will give you. Be what you want to be this year, or make a manly attempt at it.

Don't talk so much about what you are going to do. Men who talk much never fight well. Wind is a poor substitute for powder and words for shot. Boasting and

calumny will never drive an enemy from his entrenchments. They say that while Goliath was laughing and swearing David's stone hit him between the lamps. If he'd kept his helmet on and his mouth shut the shepherd's sling would never have "got" him. There are some men that if they kept their mouths closed and their evil tongues between their cheeks would be better off at the end of the year. It takes pretty nearly all a man's time these days to mind his own business, and people are getting to avoid those whose tongues are touched with malice or filth. "Put away from thee a froward mouth and perverse lips put far from thee." Try this year what controlling your tongue will do for your business and your social standing. Give your neighbor's reputation a rest and cut out the shady stories. They are a bad asset.

Keep your mind on the race. Look out for the curves and beware of the bumps. Plenty of men are downed through not looking far enough ahead. EYES Any man can drive in daylight on a smooth road. It takes one who knows how to handle the lines to get through a cedar swamp on a dark night over a corduroy road. The reason why so many men do not get on is that they never can see farther than their noses. They order goods when they are out of stock: they begin to gather in money the day the note is due. To be forewarned is to be forearmed. To know what is ahead is a source of strength to the man who wants to keep to the front. "Let thine eyes look right on and let thine eyelids look straight before thee." The man who is not afraid to look ahead or does not shrink from looking his fellow in the face has won half the battle in life. Eyes front! Look straight before you! March forward this year and when you have made up your mind as to your course, look not to the right nor left.

Do you mean to make a proper fight of it this year? Or are you going to dawdle along "letting well enough alone" or letting circumstances boost or bust you? Real life is a fight at any time and anywhere, and the man who gets under the bed when the foe thunders at his door is usually taken out and shot. How is your courage for the great fight ahead this year in business and in other ways? Are you downhearted or is the heart all right? "Keep thy heart with all diligenee for out of it are the issues of life." See that the start is right and the race will take care of itself, nine times out of ten. Be clean, be straight, be true, be open, have nothing within that you would be ashamed to have turned inside out, and no matter what else the year brings it will bring you satisfaction and peace. Keep an eye on the heart. See that it has the courage and clearness to make the man behind the gun tell.

"Ponder the path of thy feet and all thy ways shall be ordered aright." See that you are in the right place in the battle line, but see that you are BY THE RIGHT! in line for success by watching your relative position to others. There are some men sometimes who make a go of it running a long

hand, but business to-day depends almost as much on the other fellow as it does on a man himself. Don't get out of touch with your fellow townsmen, or more especially your fellow business men. There are some who have no use for their neighbor if he is trying to make a living selling the same goods as themselves, and there are some who pride themselves that they never "follow," whatever they may mean by that. At least keep "in line" with good business and good business principles if you hope to make the year a milestone of progress. Above all "ponder the path of the feet" if they take you often to the place of the Booze Giant or the Scarlet Woman. Good business has put its danger signal on the red light district. Get into line or you will be left on the field.

Good resolutions will land a man in the poorhouse or in hell unless he puts behind them more than most people do at this time of the year. A lot of folk take satisfaction

out of sitting down and going over the dirty leaves of a past record and lugubriously turning the sheets over with the promise to themselves of doing better. QUICK MARCH! The new unwritten and unsmudged page pleases for a day or a week and then comes the same old scratches, blots and evil record. The best kind of repentance was defined by a little girl who said it was "to do so no more." Regrets, tears and good resolutions have their place in the evolution of human character, but one good lick at wrong—one act of righteousness in the place of evil will do more to make a "man out of a fellow" than all the whining and good resolutions he can put into the first days of the New Year. "Turn not to the right hand nor to the left; remove thy foot from evil." Quit your crookedness. Stop your lying. Pay your debts. Speak good of your neighbor. "Be not overcome by evil but overcome evil with good." That is a good marching order for 1915.

Palatial New Boot Shop Embodies Unique Features

Fittings are of Solid Mahogany and the Interior is a Revelation in Appointments, Fitting Facilities and Splendid Equipment—An Imposing Balcony, Cosy Slipper Department and Ladies' Rest Room

From the imposing domed entrance to the superbly fitted up ladies' rest room at the rear, the new Walk-Over Boot Shop, which was opened recently at 290 Yonge street, Toronto, is acknowledged by all visitors to be a model of simplicity, refinement and impressiveness. "The finest shoe store in Canada, and one of the finest on the American continent," is the universal verdict.

The fixtures are all of solid mahogany, while there is a balcony surrounding the interior, in order to take full ad-

vantage of all available space. This balcony or mezzanine floor is also in solid mahogany, with Crotch mahogany panels, while bay window effects relieve the long, straight outline. The shelving is of the single carton system, two boxes deep below and one above the balcony, which projects a foot and half. Midway on each side of the store there are handsome doors set with bevel plate glass, which admit of easy access to the balcony. Above the mezzanine floor, reserve stock is kept, while all goods below that part



THE IMPOSING AND ARTISTIC FRONT OF THE NEW WALK-OVER BOOT SHOP, TORONTO

are in "active service," to use a martial expression. The beamed ceiling is sixteen feet in height and the mezzanine floor seven feet six inches high. Down the centre of the spacious store, which is 156 feet deep by 30 feet wide, is a five-foot aisle, partitioned off in mahogany to the height of about four feet on either side. This aisle leads directly to a cosy slipper department at the rear of the establishment, carpeted in deep red and equipped with numerous ivory



F. A. GUINIVAN, PROPRIETOR OF WALK-OVER BOOT SHOP

wicker chairs. Nearby is an elevated polishing stand, fitted with three chairs. On the left of the main entrance is the ladies' department, and on the right, the gentlemen's. All persons coming in walk down the central corridor, and not in front of those being fitted, as is too often the practice in a large number of shoe shops.

Against the mahogany partition on either side are twenty-seven hand-made mahogany armchairs, upholstered in leather. The fitting stools and foot mirrors are of the latest type and all persons are fitted by the celebrated Footograph System, whereby the length and width of a customer's foot are recorded by means of a carefully prepared diagram. The pedal outline is indicated by a series of chart lines, giving not only absolute knowledge of what shape is best adapted to the patron, but the exact size as well. By means of the Footograph measuring system, the numbers and lines on the sheet indicate the length and width of last in Walk-Over shoes and by following instructions, the store is enabled to fit feet as correctly as if the shoes were made to individual measurement. This system has been described in detail in previous issues of the *SHOE AND LEATHER JOURNAL*. The store keeps the names and addresses of the customers, style, length and width of the shoe, the date on which the pair was sold, by whom, etc. These particulars are preserved for future reference, and for promptly and accurately filling mail orders. The well-known Walk-Over labels are used on all cartons, which impart to the pleasing and artistic interior a uniformity and harmony that every visitor appreciates.

In the ladies' rest room at the rear there are writing tables, mirrors, easy chairs and other accessories. This apartment is finished in pearl and French grey paneling, and the effect is very inviting.

The flooring of the entire store is covered with Battleship linoleum, of dark green shade, while the ceiling

is heavily beamed. At the left of the entrance is a splendidly fitted up hosiery case, of the very latest design, with sliding doors and glass shelves, and on the right is the telephone desk, tables and chairs for the convenience of those desiring to use the phone. There are also magnificent heavy plate-glass mirrors just inside the doorways.

On either side of the broad aisle are beautiful silent salesmen showcases, showing to advantage the various lines of evening footwear, shoe ornaments and findings.

The store is lighted by means of the direct system, the fixtures being in brush brass, three chain drop. Midway down the centre of the premises are small mahogany tables and stations for the basket carrier system, there being four tracks in all, which communicate directly with the office on the mezzanine floor at the rear. Here are located the cashier's desk, parcelling counters, checking and filing arrangements and all other business-keeping conveniences. F. A. Guinivan, the proprietor, has his office on this floor, which is readily accessible, and at the same time he can observe all that is going on below.

The store is heated by means of steam. At the rear, on the left side, is a room specially fitted up for the window dressing department. Here, all the paraphernalia for the window trimming branch is kept—foot forms, stands, decorative material, etc. There is also an electric iron for smoothing out the leather of all shoes shown in the window. It may be stated that the lining of all displayed foot toggery is starched, and the shoes thoroughly ironed by means of electricity, in order to impart a life-like appearance and bring out all their beauty and artistic lines. Mr. Guinivan is an ardent advocate of effective window trims, and the facilities afforded by the Walk-Over Boot Shop for this branch are unsurpassed.

The entrance to the store is wide, inviting and unique, being in the shape of a dome, with shallow windows on either side, extending back a distance of twelve feet. The entrance itself is of a receding character, twenty-two feet wide, and on either side of a central showcase window, eight feet in width, are mahogany doors, with brass kick plates.

Catching the Eye of the People

The entrance and bulk-heads of the window are of Italian mosaic marble of a decidedly pleasing pattern and the top of the huge dome is paneled in mahogany. The glass of the windows is set in statuary bronze, the floor is of oak and the background, shelving and partitions are of mahogany. Over the plate-glass at the front and sides are five-inch, panel plate prism panes, set in lead, which add much to the splendid exterior appearance of the store. The beautiful interior fixtures of the new home for Walk-Over shoes were installed by Kent-McClain, Limited, Toronto.

The front, installed by the H. J. St. Clair Co., representing the Easy Set System, is distinct for attractiveness and effectiveness, ventilating and display facilities.

The shop is certainly one of the best appointed, neatly arranged and most striking in character of any footwear establishment. There is nothing flashy, gaudy or ostentatious, but in its subdued effects and quiet simplicity there is preserved and revealed richness, elegance and dignity in every department. It is understood that the fixtures and front of the new store represent an outlay of \$9,000.

The Walk-Over Boot Shop specializes in men's and women's high-grade footwear, selling from \$5.00 a pair up. No children's lines are handled. The sizes in women's run from 2 to 9 and in men's from 4 to 13. All widths are stocked from AAA to E, making seven widths to every size of shoe, so on each style there are carried from 80 to 112 sizes and widths which affords some idea of the comprehensive character of the Walk-Over lines. All leathers are also represented.

Budget of Briefs From Quebec

George Wilson, of the James Muir Co., Maisonneuve, spent the holidays with his family in the city.

Ludger Duchaine, shoe manufacturer, has recently erected a very nice and well equipped garage for his automobile.

F. Renaud, shoe dealer, was among those who presented his customers with a very fine calendar for the coming year.

Tourigny & Marois have added several buttonhole machines of the latest type, supplied by the United Shoe Machinery Co.

E. Tremblay, shoe manufacturer, spent the Christmas holidays in the Lake St. John county visiting his mother, who is ninety years of age.

E. Cote, tanner, of Quebec, has been nominated for the position of chief hide inspector and his appointment will give general satisfaction.

The excessively cold weather of late gave several of the factories considerable trouble in the way of breakage in steam and water pipes.

Lucien Borne, tanner, is working his plant to capacity, having an order for five hundred sides of box kip, grade No. 1, which has to be shipped early in January.

J. H. Larochelle, of J. H. Larochelle and Fils, shoe jobbers, has been elected church warden in the parish of St. Roch's, succeeding J. B. Lamontagne, whose term has expired.

Robert Baker, formerly with Gale Bros., shoe manufacturer, died recently in Montreal. He was a brother of R. B. Baker, of the United Shoe Machinery Co.'s staff in Quebec.

Harry Muir, formerly foreman of the cutting room of the James Muir Co., now of Maisonneuve, was in Quebec recently looking into the possibilities of establishing a factory in the city to make specialties.

The Christmas trade was on the whole very good in retail circles and, while it did not come up to last year, still it was much better than many of the footwear dealers expected. The weather was favorable to the selling of felts, moccasins, larrigans and rubber shoes.

S. Michel, shoe repairer, has installed a Progressive outfit with a skate sharpener. The machine is seven feet long with a fan and motor attached and was bought from Dupere & Garant, who represent the Progressive Shoe Machinery Co. in the province of Quebec.

Leathers Active—Hides High

Reviewing the leather trade for the past year, W. D. Beardmore, of Beardmore & Co., Toronto, in the annual Financial Survey of the Toronto Globe, says:—"During 1913, owing to over-trading, over-manufacturing, extravagance and speculation generally all over Canada and the low price of wheat in the West, business was very much depressed. In addition to this the market in Great Britain for leather was also greatly depressed.

"The boot and shoe and harness making business in the United States was fairly good the early part of the year, and this helped the Canadian tanners in the disposal of their stock and enabled them to keep running; but, on the other hand, prices of hides continued very high, and there was very little or no margin in the business.

"As the year progressed business did not improve in the United States, and on the outbreak of war early in August became very much depressed, principally owing to the fact that the cotton crop in the south could not be

moved, and this state of things in the United States has not yet improved.

"After the outbreak of the war the demand for leather from Great Britain improved very much, and has continued to improve up to the present time. This has kept Canadian tanners busy, in spite of the absence of demand from the United States, and very little leather has been exported from Canada except to the United Kingdom.

"Again, large orders for military equipment, saddles and army boots have been placed in Canada for our own soldiers, and there are also being placed some orders for the British Government. These orders are keeping the manufacturers of harness, military equipment and some classes of boots in Canada busy, so that for the moment the leather trade is good, and prices have advanced considerably. It looks as if this condition of things might last for some time, but it is difficult to say what would be the effect of peace being concluded.

"Since November hides have made further advances, and native packer steer hides have sold at 23c. per lb., and cows at the same price, and steers are now held at 23½c., although the hides are long-haired and are approaching the worst season, when, owing to the condition and quality of the hides, they are worth 10 per cent. less than during the summer and early autumn.

"We may tell you that in 1896 these hides sold as low as 5c. per lb. for steers and 4c. for cows, so the public can appreciate the enormous advance which has taken place. We might say that in all the history of the trade no such figures as the present ones have ever been approached.

"In regard to the belting business, this began to decline about July, 1913, owing to poor business, and the consequent decline of manufacturing, and has fallen off about 25 per cent., and the prospect for business this coming year is very poor."

The Best Shoes He Ever Wore

During the enlistment of the first contingent a stranger walked into the office of the Murray Shoe Company, London, saluted, pointed to his dilapidated shoes and asked a member of the firm: "Can you fix me up?" Noting the man's evident need the manager replied: "Sure we can." This was done and the stranger, highly gratified, took his departure. Recently a letter addressed to the Murray Shoe Company was received from Corp. McCarthy, No. 30,665, Lark Hill, Salisbury, England. This letter stated that the writer was the man who had obtained the pair of shoes under the circumstances stated. He gave the details of his visit and the management now recall the incident. Corp. McCarthy apparently enlisted as soon as he got his new shoes. He says he thinks they are the best shoes he ever wore and that he only discarded them the week previous because they were not the regulation shoe. "I gave them to an English farmer," he says, "and he was quite delighted, as they were as sound as ever, although they took me over a lot of ground."

Will Cover the Whole Dominion

M. H. Shibley, Canadian representative of Endicott, Johnson & Co., shoe manufacturers, Endicott, N. Y., who has been residing in Edmonton for the past two years, has removed to Toronto and opened a sample room in the North American Life Building, King street west. Mr. Shibley is widely known to the shoe trade, particularly in the West, and previous to joining his present firm was eight years with Thos. Ryan & Co., of Winnipeg. He has recently had Ontario added to his territory. Mr. Shibley will have as-

sociated with him during the coming season, Wm. Lorimer of Galt, who will look after Montreal and Quebec province, while Mr. Getty, son of E. J. Getty of Galt, will cover the Maritime provinces. Endicott, Johnson & Co., manufacture all kinds of footwear except women's shoes, and have an output of 72,000 pairs a day at their various factories, while they carry \$2,000,000 worth of goods on the floor. Their motto is "From Hide to Retailer," for the company tan all leather entering into the production of their enormous output.

Holiday Business Was Good

From all parts of Canada, word has been received that good winter weather prevailed for the Christmas holiday season, which resulted in stimulating the trade in footwear to a considerable degree. It was possibly the first winter in many years in which the whole Dominion has had ideal conditions for the footwear trade before the holidays. The sale of felts, moccasins, larrigans, overshoes, rubbers, hockey boots, and other lines, was unusually good, and during the week in which the festival of Christmas itself was observed, many stores broke the record of last year, while the returns for the month will, in some instances, measure ahead of the corresponding month in 1913, and in other cases they are not so far behind.

A number of merchants in the leading cities report an increase of business over last year, but most retailers were content with holding their own. Considering the business conditions that have prevailed, owing to the war, the stringency in the money market, the results on the whole, for the holiday trade, were fairly satisfactory.

In the country towns particularly, where conditions are normal, the trade was ahead of last year, but in the larger cities where the manufacturing industries have been running on short time, there was, of course, not the same large amount done as in previous years, although nearly all dealers express their gratification at the showing. A number of firms are now busy taking stock, which will occupy them for some time, while others are preparing to start their January sale and still others, are right in the midst of a big clearing movement of all odds and ends. In both the east and west, the Christmas trade was much better than the average merchant some weeks ago thought it would be.

For the coming year the business man should evince every confidence in the outlook. Talk business, attend to business and do business, leaving dark fore-bodings, chronic complaining and war criticism to the fellow who does little else than sit around and interest himself in outside affairs, when his own should be his chief concern.

Selling Shoes in "Sets"

Every store sells shoes, but few sell same by the "set," but considerable business can be secured by a plan worked by that prince of merchants, John Wanamaker, a few seasons ago. Following is the announcement in question. Go thou and do likewise.

The Wanamaker ad follows:—

"Two pairs of shoes worn alternately will outlast three pair worn consecutively. And aside from the economy of such an arrangement the feet will be more comfortable and better dressed.

"A woman should have—A pair of kidskin shoes for general wear; a pair of shiny leather shoes for dress; a pair of gunmetal calf shoes for heavier wear. This set, if selected from our \$3 Wanamaker-Reliable line, would cost but \$9—surely a low figure for a year's supply of shoes.

"A man should have—A pair of calfskin or kidskin shoes for general service; a pair of shiny leather shoes for dress; a pair of storm shoes for the rough days. This set, if selected from our \$3.90 Wanamaker 'Special' line, would total up to \$11.70."

More About Those Army Shoes

Editor, SHOE AND LEATHER JOURNAL:—

I was greatly interested in the letter appearing in the last issue of the journal concerning the footwear supplied to the troops of the first Canadian Contingent. Although the writer signing himself "Scrutineer," voices a timely complaint, I consider his opinion somewhat vague on the main points at issue. He says that owing to the hurry pertaining to this Canadian force we must be considerate; true, but does that mitigate the fact or off-set the stigma attaching to the lamentable failure of some of the shoes in question. Surely three or four weeks' wear, for shoes even made in a hurry, is not a very desirable advertisement for some footwear manufacturers.

"Scrutineer" says, "We know the leathers used in these goods were the best obtainable in Canada and the United States and fully up to specification." There is only one conclusion to be drawn from the foregoing statement. Either the authorities in charge of the equipment of our troops do not understand their business, or the best obtainable leathers in Canada or across the border are inferior and unsuitable for shoes made for active service. The method of construction could not be blamed for the wretched lack of durability. Although the Standard screw process he advocates is excellent for shoes requiring stability in construction, this method or any other would be useless were the materials used of inferior quality. "Scrutineer's" technical ideas for construction of an ideal army shoe cannot be refuted, but I would be pleased to know what he means by "first class outer sole, first quality inner sole," etc. If the goods supplied were the finest material procurable on the continent, I presume they were first class throughout, hence the above conclusion.

I have in my possession a letter from a friend on Salisbury Plain, in which he states that the Canadian footwear (all that was left of them) had been discarded for the Imperial regulation boot. This is good news, as we would be very much concerned had our boys to meet the enemy with cold "tootsies." The shoes may be all right for parade purposes but even in the vicinity of Brussels, there may not be much carpet for which that city is famous.

But all jokes aside; why in the name of common sense cannot the Canadian military boot be modelled on the lines of the Imperial army blucher? These have been tested from time immemorial and not found wanting. Made of plain kip, with oak, bark-tanned sole throughout, double machine stitched, full middle sole, with Standard screw clump sole to the shank. This is studded with steel slugs or driveups, or hobbled with small diamond hobs. These shoes average twelve months hard wear at least, and cost nine shillings and sixpence, or approximately two dollars and thirty-six cents. Corns and bunions are very rare in the British service and the excellent marching records of the British "Tommy" speak well for the condition of his feet. I agree with "Scrutineer" concerning the unsuitability of the Good-year welt system for an active service boot, and would add to that the winter calf or any chrome tanned uppers.

In conclusion, I have yet to see the boot made in Canada, which, in my humble opinion, is suitable for wear on active service.

Sincerely yours,

Toronto, December 28, 1914.

"REVEILLE."

SHOE NEWS IN PARAGRAPH

C. H. Wilson, shoe dealer, of St. John's, Que., has assigned.

George Auger, shoe dealer, of Sherbrooke, Que., has assigned.

The stock of the Klasic Boot Shop, Montreal, was recently sold.

The shoe store of Zoel Lavoie, Montreal, was damaged by fire recently.

Joseph Panneton, shoe dealer, Montreal, passed away a few days ago.

W. P. Francis, of the John Ritchie Co., Limited, Quebec, was in Boston last week.

The Russian Government has ordered 20,000 saddles from Canadian manufacturers.

Parkers Limited, jobbers in shoe findings, etc., Montreal, have retired from business.

R. W. Bloor, shoe retailer, of Ingersoll, has been elected an alderman in that town.

W. F. Martin, of Kingsbury Footwear Co., Montreal, spent the New Year holidays in Boston.

C. A. Davies, of Blachford, Davies & Co., Limited, Toronto, was in Montreal recently.

Alfred Minister, of Minister-Myles Shoe Co., Toronto, was in Montreal on business recently.

Dufresne & Locke, Maisonneuve, have installed several new machinery parts in their factory.

New machinery parts have been installed in the factory of Slater Shoe Co., Limited, Montreal.

R. A. Holland, dealer in clothing and shoes, of Wallaceburg, Ont., has sold out to G. Detwiler.

D. J. McDermott, of McDermott Shoe Co., Maisonneuve, spent the holidays in New York.

F. W. Knowlton, of Montreal, manager of the U. S. M. Co. of Canada, was in Boston last week.

Sol Bachrack, of Bachrack Bros., Toronto, called on several Montreal shoe factories last week.

I. W. Baird, of Fort George, B.C., shoe dealer and clothier, was in Toronto last week on business.

J. E. Warrington, secretary of the John Ritchie Co., Quebec, was in Toronto this week on business.

Mr. Duclos, of Duclos & Payan, leather manufacturers, Montreal, was in Toronto on business last week.

A. R. Trudeau, of the Brockton Shoe Co., Toronto, spent the holidays with his brothers in Montreal.

R. M. Beal, of the R. M. Beal Leather Co., Lindsay, has been re-elected mayor of Lindsay for the fifth time.

A. R. Kaufman and W. E. Wing, of the Kaufman Rubber Co., Berlin, were in Toronto last week on business.

F. A. Guinivan, of the Walk-Over Shoe Store, Toronto, has returned from a business trip to Boston and other cities.

W. H. Miner and R. R. Macaulay, of the Miner Rubber Co., Montreal, were in Toronto recently on business.

H. L. Geene of Ottawa, and S. Craig of Smith's Falls, Ont., representatives of the White Shoe Co., spent a few days in Toronto last week.

W. J. Armstrong, a well-known dealer in shoes, dry goods, etc., was elected mayor of Campbellford, by acclamation.

Ralph Locke, of Dufresne & Locke, Maisonneuve, is spending a few days in the Laurentian Mountains on a holiday trip.

The shoe stock of James Dorman, 225 Broadview avenue, Toronto, who recently made an assignment to James Tew, has been purchased by W. Argue, 235 Broad-

view avenue. The stock representing an investment of about \$6,000, was bought by Mr. Argue at 59 cents on the dollar.

W. D. Balfour, manager of the Regal Shoe Store, Winnipeg, was in Toronto and other cities last week on a business trip.

T. H. Rieder and R. E. Jamieson, of the Canadian Consolidated Rubber Co., Montreal, were in Toronto recently on business.

F. L. Wagner, secretary-treasurer of the Aylmer Shoe Co., Aylmer, Ont., was re-elected mayor of that town by acclamation.

H. L. Daville, Boston representative of C. Parsons & Son, wholesale leather, Toronto, was in Toronto for the holiday period.

S. Morley Wickett, managing director of Wickett & Craig, Limited, and chairman of the Tanners' Section of the Toronto Board of Trade, was again elected as alderman in Ward Two of the city of Toronto. Ald. Wickett stood

ON ARMY SHOE INVESTIGATION COMMISSION

Theo. Galipeau whose photo is produced herewith was recently appointed a member of the committee which has been delegated to investigate and report on the recent army shoe turned out by Canadian manufacturers. Mr. Galipeau is a man of long standing in the shoe trade and has made many friends within the past eighteen years, during which time he has been connected with the wholesale footwear industry. He was for ten years salesman for Daoust, Lalonde & Co., of Montreal, which firm he represented in the Ottawa Valley. He resigned from this company in order to enter partnership with his present partner, and for the past eight years the firm of Dufresne & Galipeau have been doing a wholesale shoe and rubber trade throughout Canada. Mr. Galipeau also has considerable experience



in the retail shoe line as he at one time conducted an establishment in Sherbrooke, where he is very well known. The commission which is investigating the charges made against army shoes turned out by some manufacturers, has already met in Ottawa, but nothing definite has been accomplished in the matter. The last meeting was adjourned until after the holidays when it will be resumed, and it is expected an early decision will be reached.

at the head of the polls, showing that the electors appreciated the thorough character of his work during the past two years.

H. B. Pollock, purchasing agent of Ames-Holden-McCready, Limited, Montreal, spent the holidays with his family in Toronto.

O. Lewis, who is an expert in the trade, has started a tannery in Megantic, Que., in which town he was in business many years ago.

Mort Levy, of the Right Form Shoe Store, Yonge street, Toronto, spent the holidays in Chicago, Detroit and other western cities.

W. Howarth who conducts three shoe stores in Toronto, has sold the branch at 176 Main street, East Toronto, to Alfred Widdowson.

C. M. Iredale, of the Canada Last Co., Toronto, is spending a few days on business among the shoe factories of Montreal and Quebec.

J. T. Lawson, shoe retailer, of Regina, Sask., spent a few days in Toronto recently and is now visiting at his old home in Orangeville, Ont.

W. D. Webster, of the Cobourg Felt Co., Limited, was in Toronto last week with a fine range of samples. He also paid a visit to Winnipeg recently.

The Nugget Polish Co., Toronto, have sent out to the trade their convenient and attractive desk calendar for 1915, which is always a welcome gift.

C. S. Corson, sales manager of the Regal Shoe Co., Toronto, has returned from a successful business trip to the West, going as far as the coast.

J. A. Matheson, who is the Old Country representative of Beardmore & Co., Toronto, is home from a trip to England, but will return in a short while.

W. F. Smith, of the traveling staff of the Toronto branch of Ames-Holden-McCready, Limited, has returned from spending a few days in Montreal.

F. H. Meinzer, of the Miner Rubber Co., Montreal, was in Toronto last week on his way east from a business trip to Winnipeg and other western cities.

H. Bee, Goodyear agent in the Montreal office of the U. S. M. Co., is at present in the Toronto office of his firm replacing W. Malloy during the latter's vacation.

Clayton E. Hurlbut, of the Hurlbut Co., Limited, Preston, Ont., has been elected mayor of that town. Many friends in the trade will extend their congratulations.

The T. Sisman Co., of Aurora, makers of the "Everyday" shoe, have sent out to the trade a very neat letter opener and paper cutter, with handsome ebony handle.

W. D. Hobson, shoe dealer, of Woodstock, Ont., who was mayor of that city for the past year, was defeated in the recent election for the mayoralty, by Clifford Kemp.

C. E. Clements, a widely known shoe dealer, of Chatham, Ont., has made his entrance into municipal life and headed the polls on election day, for the board of aldermen.

Geo. Barrett, of H. J. Middleton Co., Winnipeg, has been on a visit to eastern shoe centres, including Montreal, Quebec and Toronto. Mr. Barrett was accompanied by his wife.

Chas. E. Raven, shoe retailer, of St. Thomas, Ont., entertained his staff to a delightful Christmas luncheon at Taylor's Restaurant, following the close of Christmas business.

J. V. Grant, representative of the Slater Shoe Co., Limited, in Manitoba and Northern Ontario, has returned to Montreal. Mr. Grant reports business conditions as being very good.

H. Ashplant, shoe retailer, of London, was returned as alderman in the municipal elections, standing second on the list. Mr. Ashplant has had a long and successful career as

a representative of the council in the Forest City, the residents of which have just decided to return to the ward system instead of electing representatives from the whole city.

Oscar Dufresne and A. R. Angus, representatives of the Canadian Shoe Manufacturers' Export Association, Montreal, are at present in Paris in connection with French Army shoe orders.

The contract for a big shoe factory to be erected in Acton Vale, Que., has been let to E. Hawley, Montreal. The new factory will give employment to very many hands when in operation.

M. Lee Sturgis, formerly western representative of the Sturgis-Jones Last Co., Brockton, Mass., has been appointed sales manager of the United Last Co., of Montreal, and has entered upon his new duties.

P. Des Grosbois, treasurer of the Slater Shoe Co., Limited, has been indisposed during the past week, but his friends will be glad to hear that he will soon be back again at his office in Montreal.

In a fire which occurred recently in Edmonton, the Sample Shoe Store was destroyed. The loss to the firm was about \$4,000. Several other business establishments in the same block were also destroyed.

L. B. Hutchison, manager of the Toronto branch of the Kaufman Rubber Co., spent the holidays with his father, J. Hutchison, manager of the Penetanguishene, Ont., factory of the Breithaupt Leather Co.

E. L'Heureux, U. S. M. Co., Montreal agent, is spending a few days at the new Clark Bros.' factory in St. Stephen, N. B., installing and starting U. S. M. button hole making and button hole finishing machines.

H. R. Smith, who covers Eastern Ontario in the interests of the Slater Shoe Co., Limited, and H. C. Adams, representing the same firm in Saskatchewan, have returned to Montreal after a successful selling season.

Among the Canadian firms sending out neat greetings to the trade during the holiday season, were the Smardon Shoe Co., George A. Slater, Limited, Montreal; the Canadian Consolidated Rubber Co., L. Gauthier Co., and others.

Jobbers report that the volume of business for December was very satisfactory and felts, hockey boots and rubber footwear moved freely. Collections are still reported rather backward, but it is expected that these will improve.

T. R. Trudeau, manager of the Brockton Shoe Store, 440 St. Catherine street west, Montreal, which was gutted by fire recently, states the store will re-open in about fifteen days, when a sacrifice sale will be held of all goods in the establishment.

A charter has been granted to the Moncton Footwear Co., Limited, of Moncton, N. B., which has a capital of \$15,000. The incorporators are E. A. Reilly, W. G. Jones and Andrew Spurgeon of Moncton, and W. H. Anderson of Port Elgin.

The many friends of Walter Binmore, treasurer and director of the Canadian Consolidated Rubber Co. of Montreal, will be pleased to hear that he is now convalescent after a severe attack of pleurisy, which confined him to his bed during the past month.

The shoe stock of Tom Stedman Limited, Winnipeg, who some time ago made an assignment, was sold by auction in Winnipeg on December 16th. The stock was bought at fifty-four cents on the dollar by the Winnipeg Shoe Co., who will continue the business.

Drummond Shoe Limited, of Drummondville, Que., of which O. Brouillard, M.P., is president, and George A. Fortin, vice-president and general manager, have orders ahead which will keep the new factory steadily in operation for a couple of months. C. A. Bignell, formerly with

James Linton & Co., Montreal, has taken the lines of the company for the province of Quebec. He is an experienced and well liked traveling salesman who has had a successful record on the road.

J. H. McGee, of the staff of the Rannard Shoe Co., Winnipeg, is spending a few days with his brother, H. B. McGee, sales manager of Minister, Myles Shoe Co., Toronto.

Ed. Wygant, manager of the Walk-Over Boot Shop, Montreal, spent a few days in Toronto with F. A. Guinivan, who is proprietor of the handsome Walk-Over Boot Shops in both Montreal and Toronto.

It is estimated that contracts placed in Canada for war supplies by Britain and the allies amount to ten millions sterling. A new contract has just been placed by the French Government for 300,000 pairs of boots with the shoe manufacturers of Quebec. The scrutiny is now very strict on all supplies.

The Weston Shoe Co., Limited, of Campbellford, Ont., report that they have at the present time more orders on hand than at any time in their history and their output is greater. Business in Campbellford during the past few weeks has been exceptionally good.

R. H. Greene, secretary and manager of the footwear department of Gutta Percha and Rubber, Limited, Toronto, and Mrs. Greene, spent the holidays with their son, Harold G. Greene, who is in charge of the footwear branch of the Montreal warehouse of the company.

Among the shoe and leather firms which have sent out neat, artistic calendars to the trade, are the John Ritchie Co., Quebec; Beardmore & Co., Toronto; Tourigny & Marois, Quebec; the Hurlbut Co., Preston; Duchaine & Perkins, Quebec; Gale Bros., Quebec.

The by-law to exempt the Williams shoe factory extension from taxes other than school and local improvements failed to get sufficient votes in Brampton, Ont., to pass it. The lack of interest was because there were no contests for any of the municipal offices.

Fire broke out recently in the rear of the Glasgow Shoe Parlors, on Queen street, Niagara Falls, Ont., the cause being the thawing out of frozen water pipes, the flames getting between the frame walls. The damage to the build-

ing was about \$1,000, while the loss by smoke and water on the stock was around \$2,500.

The L. McBride Co., of Berlin, has received an order through the Canadian Government for the Russian Government for 1,300 saddles at \$72.50 each, making a total order of nearly \$100,000. Leather for the saddles will be furnished by the Lang Tanning Company of Berlin.

The Canadian Consolidated Rubber Co., Montreal, have issued in their January "Foot Prints" what they call "1915 Catalogue of Berlin Warm Felt Footwear." The catalogue contains 32 pages, as well as a 16 page insert worked out in the four-color process, making it a very fine edition.

Percy Mitchell, of Alberta Shoe Manufacturing Co., Redcliff, Alta., is visiting his brother Geo. Mitchell, in Toronto, and also numerous friends in Chatham, Ont., his old home. He reports conditions in the West very favorable and is looking forward to next season with great anticipation.

The business of Scroggie, Limited, the large departmental store, Montreal, which went into liquidation with liabilities estimated at \$700,000, has been sold to Mrs. E. S. Almy and Henry Wolf, of Salem, Mass., for 35 cents on the dollar. The business of the concern will be carried on as usual.

King Bros. Co., Whitby, have recently completed additions to their plant which will give them a capacity of 2,000 sides per week. The company expect that their new extension will be in full running order about January 10th. King Bros. Co., are manufacturers of chrome, combination and bark tanned leather.

The by-law to provide a loan of \$15,000 to the Milton Shoe Co., Limited, to be repaid with interest in twenty annual instalments, was carried by the ratepayers of Milton, Ont., by a large majority. The Milton Shoe Co. will now resume operations on a larger scale than ever, the company having recently been re-organized.

William Wellband, a pioneer citizen of Winnipeg, passed away recently in that city after four months illness, in his sixty-eighth year, at the home of his brother, Charles Wellband. He was one of the oldest merchants in the Prairie Capital in point of service, having started in the retail shoe business fourty-four years ago and retiring in



F. L. WAGNER OF THE AYLMEYER SHOE CO. WHO WAS RE-ELECTED MAYOR OF AYLMEYER, ONT. BY ACCLAMATION.



A. L. BREITHAUPT OF THE BERLIN TRUNK AND BAG CO. WHO MADE A GOOD RUN FOR THE MAYORALTY IN BERLIN.



R. M. BEAL, WIDELY KNOWN LEATHER MANUFACTURER OF LINDSAY, WHO IS ONCE MORE MAYOR.

1909. Prior to 1882 he had amassed a fortune, but lost every cent of his earnings in the disastrous slump of that year in real estate. Mr. Wellband was a member of the Veterans' Association, an ardent sportsman and a splendid vocalist in his younger days.

Getty & Scott, manufacturers of the "Classic" shoe, Galt, Ont., have sent out to the trade a very artistic and beautifully colored calendar, entitled "Contentment," which depicts an auburn-haired maiden, in academic attire, looking out serenely upon the world at large. The calendar is certainly one that will be appreciated.

J. A. McLaren, of the wholesale shoe firm of McLaren & Dallas, Toronto, who has been confined to his home for some weeks, is making steady progress toward recovery and is now able to sit up a portion of each day. It is confidently expected that he will be strong enough to come down to business again by the end of the present month.

Hugh White, of the White Shoe Co., 48 York street, Toronto, was during Christmas week presented with a handsome umbrella and a walking stick by the employees of the company, as a mark of esteem. T. W. Scott made the presentation and Mr. White made a suitable reply, thanking the staff and expressing appreciation of the very cordial relations which exist between employer and employees. He referred to their faithful work during the past year and wished all many happy returns of the season.

Several Toronto jobbers are showing the new lines in lace shoes for women, which appear to be taking very well. The gaiter effect is seen with quarters in grey, fawn, nigger brown and black on the stage last, with leather eyelet rows and spool heel. A number of Canadian manufacturers of women's fine footwear are now turning out these new models, and will give them a try-out with the trade.

Robert J. Baker, a former resident of Quebec city, died recently in Montreal, where he had lived for two years. He had been confined to his home a long time through illness. He was for a great period on the staff of Gale Bros., shoe manufacturers, of Quebec, and was well known and highly esteemed. He was a member of several fraternal organizations and is survived by his wife, one brother and three sisters. Mr. Baker was fifty years of age.

G. A. Blachford and H. A. Hayward, of the Blachford Shoe Manufacturing Co., Toronto, have returned from a business trip to Rochester and other cities. The company in addition to making their present line of women's high grade Goodyear welts, may also place a range of high class turn shoes on the market in the near future. They are also making new models in lace and button shoes in nigger brown, putty cloth, fawn and grey on two entirely new lasts.

J. C. Breithaupt, of the Breithaupt Leather Co., Limited, was re-elected a water commissioner in Berlin by acclamation and A. R. Lang, of the Lang Tanning Co., Limited, was returned as one of the electric light commissioners for two years. A. L. Breithaupt, of the Berlin Trunk and Bag Co., who was a candidate for the mayoralty, was defeated by Dr. J. E. Hett. J. Hessenauer, shoe retailer, of Berlin, was again elected an alderman, standing sixth on the list.

It is reported that in New York a radical change occurred in shoe fashions over night. One day the button boot was all the rage. The next day leading shoe merchants had cut the price and were putting on clearing sales of all button stock. The secret of this was that button shoes had gone out of fashion and lace shoes were on the top of the vogue. Patent and dull leathers have cloth tops of sand grey or putty shades, to match costumes.

During the past year, the Hartt Boot and Shoe Co., of Fredericton, N.B., have installed automatic fire sprinklers throughout their large factory for fire protection, having erected a 50,000 gallon tank on a 75-foot steel trestle. Other

improvements that have been made are the erection of a fireproof brick cement house, with Bowser cement tanks installed, a new brick coal shed, etc. The company expect soon to be at work on their fall samples, which they believe will be the finest line they have ever turned out.

The retail store of the Amherst Boot and Shoe Co., Amherst, N. S., recently made an imposing display of "Maritime-Made" shoes which aroused much interest. The ladies' fine shoes shown were manufactured by Clarke Bros., Limited, of St. Stephen, who are now operating again in their well-equipped new factory. The men's fine shoes were the product of the Hartt Boot and Shoe Co., Limited, of Fredericton, while the Amherst solids and army boots were the output of the factory of the Amherst Boot and Shoe Co., Limited.

The Woelfle Shoe Company, of Berlin, Ont., were compelled to run their plant throughout the holidays, closing only on Christmas and New Year's Day. They are increasing their output steadily and are experiencing a big demand for their McKay or mock turns. The firm are showing a nice range of colonials with spool heels, and report a heavy demand for their brocade top, patent leather, spool heel high cuts. One of the strong features is that stock is kept on hand for immediate delivery permitting patrons to sort up on practically all lines at shortest notice.

H. & C. Blachford, Limited, who recently observed their fiftieth anniversary in the shoe business in Toronto, and for the last eighteen years have been located at 114 Yonge street, will remove in a few months to 288 Yonge street, in splendidly fitted up new premises which will be next door to the new Walk-Over Boot Shop. The steady trend of retail business in Toronto appears to be north of Queen street and several other leading mercantile establishments are locating up town. The movement in this direction has been most marked during the past few months.

John Le Marquand, of Bathurst, N. B., has started in the shoe business in that city and has put in a large and representative stock. Mr. Le Marquand was for many years manager for W. S. Loggie Co., Shippegan, N. B., and in opening a new and exclusive shoe store in Bathurst, has the necessary experience and business qualifications to make the venture a success. He has decided to stock the McCready line as his principal one, on account of this shoe being so well known for its good value. Many friends will wish Mr. Le Marquand every success in his new undertaking.

The prices for all sporting shoes, which went into effect on September 14th last and have prevailed from that time up to January 1, 1915, have now been increased from five to ten cents per pair as announced at the time the new lists were published. The quotations are net subject to cash discount as follows: All shipments made during January to May, inclusive, payable June 10th, less two per cent., or net August 1st, and all shipments from June to December payable tenth of the month following shipment less two per cent., or net sixty days from first of month following shipment.

Frederick Stobart, purchasing representative for the Imperial Government in Montreal, received word recently to secure large quantities of military accoutrements, that is leather belts, haversacks, rifle and revolver holders, etc., from Canadian firms. The value of the order was estimated by Mr. Stobart at approximately \$1,500,000. It was stated by Mr. Stobart that the capacity of Canadian leather goods companies in Canada was about ten thousand sets per week. This order means full operation for all houses wishing to share in the business, from now until the end of March. A weekly disbursement of over \$100,000 will be received for the goods.

The Kaufman Rubber Co., of Berlin, Ont., were unable to close down their factory this season for two weeks, as

usual, at the Yuletide period, owing to pressure of business. The firm were only able to cease operations two days at Christmas time, and their plant is now very busy getting out the new range of samples for about fifty salesmen, who will take the road during March and April, for the purpose of booking orders for 1915 fall delivery. The Kaufman Rubber Co. report that the factory is running better than ever before, and judging from the demand they are continually receiving for their lines, they are making an article which is giving every satisfaction.

A gathering of the travelers of the Brandon Shoe Co., Limited, Brantford, Ont., was held at the factory recently when samples for fall were gone over. From indications there will be a strong run on bals with gun metal calf still in the lead and colors following behind. The firm expect there will be a good volume of patent leather. Mr. Brandon is leaving for Boston and other shoe centres next week to look over new styles and get freshened up for his new line of samples, which will be out in March. Business with the firm is keeping up in good shape and they have no complaints to make, believing with the advent of spring, that "there will be a general tone of increased trade and Canada will go ahead and develop more than ever."

The Commercial Travelers' Association of Canada is now proposing to establish a trust fund of \$10,000 for patriotic purposes, divided as follows: Red Cross, \$5,000; Belgian Refugee Fund, \$3,000; Patriotic Fund, \$2,000. On the occasion of the annual meeting, held recently in Toronto, a resolution to this effect was placed on the books. The intention is to establish and maintain 100 cots under the auspices of the association in the Red Cross Hospital near Waterloo station in England. The following officers were elected for the ensuing year: President, J. G. King (acclamation); vice-presidents, Alexander Cook and C. J. Tuthill; treasurer, E. Fielding; directors, Kingston, W. H. Graham, John Wright; Montreal, George Dawne; Guelph, G. H. Gemmill; Brockville, George E. Jener.

The "Just Wright" salesmen have been holding their semi-annual meeting at the factory of E. T. Wright & Co., Rockland, Mass. They discussed plans and lined up new samples for next season's business. E. N. Paine, foreman of the sole leather department of E. T. Wright & Co., St. Thomas, Ont., has been spending a few days at the plant at Rockland, Mass. A. S. McFarlane, who covers the Middle Western States for E. T. Wright & Co., Rockland, Mass., is opening a new men's shoe store in St. Louis in company with James L. Young of that city. Mr. McFarlane is a St. Catharines boy, and formerly traveled through Canada with the Just Wright line. He will continue to carry Just Wright shoes on the road and the store will be looked after by Mr. Young, who has been connected with the trade in St. Louis for many years.

FOR THE BOYS AT THE FRONT

Geo. A. Slater, Limited, makers of the "Invictus" shoe, Montreal, have supplied the Canadian Government with several thousand pairs of military boots. The boot, of which a reproduction is shown here, has many excellent points. Not one of these boots was supplied to the mem-



bers of the first contingent, but there can be no doubt that many of the second, and possibly the third contingent, will be found wearing them. The shoe is made of dark winter calf, welt, with full double sole and double slugged heel.

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LEATHER SALESMAN wishes position on the road. Long experience and connection with shoe manufacture in Canada and States. Leather and Findings of all kinds. Box 93, SHOE AND LEATHER JOURNAL, Toronto.

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Fall and Winter Season, 1915-1916

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BOOTS, SHOES & RUBBERS
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The attractive finish which has
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the sterling quality of every shoe
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The accompanying illustrations
show a few of the newest Elmira
Felt Models that are destined to
achieve an unusual degree of pop-
ularity. The addition of these
up-to-date lines to the great Elmira
range should be seen by every shoe
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Novelties of real distinction.

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TORONTO

Fall and Winter Season, 1915-1916

McLAREN & DALLAS

We Always Lead
in the Latest
Novelties

Wholesale Distributors of
BOOTS, SHOES & RUBBERS
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Our Staple Lines
are all of
Standard Quality

From the Tight Little Island

the centre of the great British Empire to which we are prouder than ever to belong—a great many good things come. Among the best of these are

“Trickett’s” and “Parker’s”

World-Famed

English Felt Shoes and Slippers

Good old British quality is responsible for the high esteem in which these goods are held by wearers of felt shoes in all parts of the world.

Our salesmen are now covering their routes with a complete range of Winter Goods for the season 1915-1916. The time spent in looking over our samples will be a good investment.

See also our range for next season’s trade in

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Knit Sox, Oil Tan Larrigans, Hockey
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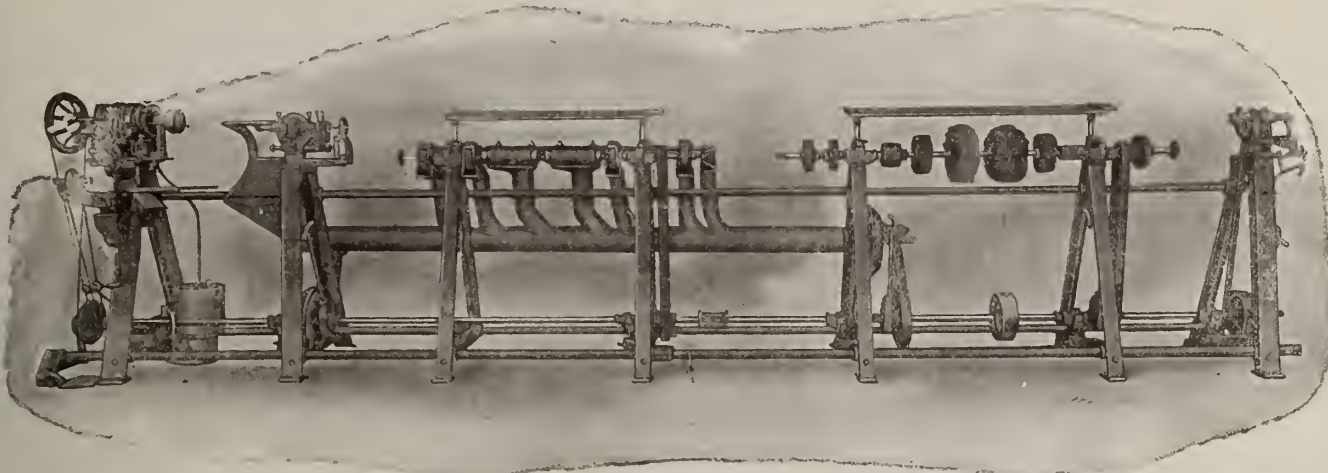
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MODEL N

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 |
| 2 "C" Shape X-Ray Heel Scouring Wheels | 1 Heel Breast Scouring Wheel |
| 1 Pin Wheel Pad Complete | |

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

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

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

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

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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"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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NO FAST COLOR**



**NO DIAMOND  TRADE MARK
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122 Adelaide St. W., Toronto 492 St. Valier St., Quebec



1915

JANUARY



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Polish in your window and on your counter
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THE SHOE & LEATHER JOURNAL

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The Price of a Shoe as Viewed
From Two Standpoints

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Good Service, Personality and
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The "Pulling Power" of Some
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TORONTO **MONTREAL**

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RICHMOND, QUE.

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We manufacture our own felt, so that we can be absolutely certain no inferior material can ever creep into our line.

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Wear, Warmth and Comfort
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For Men, Women and Children

The range includes styles for both indoor and outdoor wear, fur-trimmed and plain, and leather and felt combinations.

We are not in any trust. Our products are sold by independent jobbers. If your regular jobber cannot supply you, write us and we will furnish you with the name of a reliable jobber who can.

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- ☞ Made of Black Kid, in Button, Lace and Blucher Oxford Styles, with welt sole, and in Black Kid Button and Blucher Oxford, with turn sole.
- ☞ A very popular shoe with the fair sex.

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“The Easiest Shoe on Earth.”

Kant Krack



Not a Kick in a Carload

Selling INDEPENDENT RUBBERS is always a very satisfactory transaction both for you and your customer.



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The finest, daintiest line of Bedroom and House Slippers. Made in delicate shades of felt in colors to suit all tastes. Soft Cozy Cushion Soles and at prices that will give your customers "Made-in-Canada Quality" at prices of inferior imported lines.

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At one of the world's Largest Felt Shoe Plants

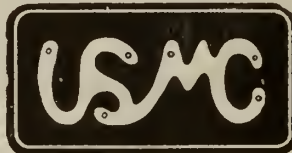
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MONTREAL - - QUE.

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- ☞ And remember when buying that you have at your disposal not only our three great specialized factories making everything from the highest grade fine footwear for men and women to heavy workingmen's boots, but also a *fully equipped IN-STOCK department* ready to serve you with *courtesy and despatch*.

Canada's Largest IN-STOCK Shoe House

Ames=Holden=McCready, Limited

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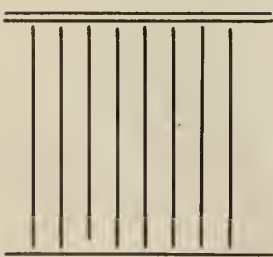
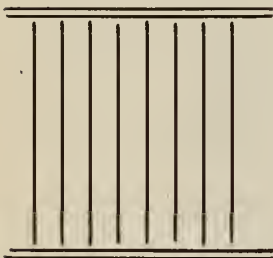
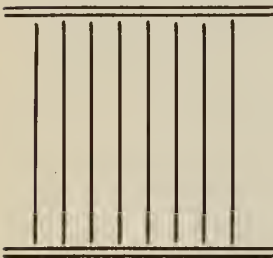
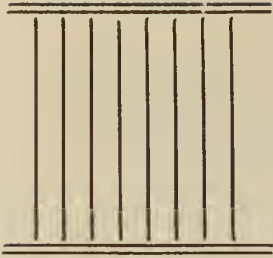
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Union Shoes for Union Men

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.

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Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

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 Costs \$3.50 - Retails \$5.00
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Regal Shoes, made in our Toronto Factory, enable you to meet the better-class demand with a line that has no superior in the whole world.

35 Smart Regal Styles Always In Stock

These styles are identical with the winning sellers in the 18 REGAL stores that cater to the cream of the New York shoe trade.

If there is no Regal Shoe Agency in your locality write us about getting exclusive local rights while the field is open.

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Established 1852

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The Standard Product

MOHLENE "A"

Absolutely pure—guaranteed not to
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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,"
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Oils, Greases, Tannins and Tanning Extracts

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TANNERS AND CURRIERS

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Sides, Velours Sides, Gun
Metal Sides, Heavy Storm
Leather of all kinds in
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MONTREAL, QUE.

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**John Bull
Larrigans
and
Leggings**

Give us a trial
order and be
convinced.



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You will fight for it,
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"CLASSIC" Shoes are the
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Buying Made-in-Canada Shoes is both Profitable and Patriotic

Any dealer who has ever handled "CLASSIC" Shoes will agree that our foreign-made footwear has ever made a better impression on his customers. There is no longer any reason for Canadian shoemen to doubt that Canada can produce shoe styles and values equal to any that the world can show.

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In the Continent of North America there is not one factory that can offer anything better than "CLASSIC" Shoes for Women and Children. Moreover, the factories that can offer anything nearly equal to "CLASSIC" are few and far between. Buy "CLASSIC" SHOES—Sell "CLASSIC" SHOES. They are made in Canada, from start to finish, in Canada's most up-to-date factory.



Welts	-	-	-	\$3.00 to \$3.50
McKays	-	-	-	\$2.25 to \$2.65

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THE SHOE THAT IS SUPPLANTING FOREIGN FOOTWEAR

Getty & Scott, Limited

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MADE IN CANADA

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FLAWLESS QUALITY
ALWAYS UNIFORM

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NEWMARKET ONTARIO

British-Made Wide Shoe Ties

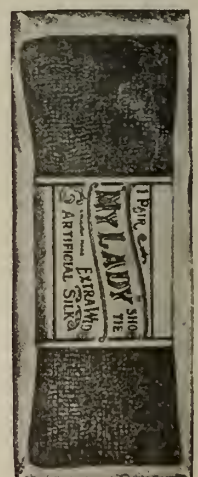
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Splendid make-up—Sightly, Saleable, Profitable—Each pair enclosed separately. Buy at once for your Spring needs. Stocked in Black, Tan and White—27 inch, 30 inch,

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These boxes are collapsible, puncture-proof, waterproof and superior to any box on the market. They thoroughly protect your goods in transportation and require but little space for storage in your factory.

Send us the inside dimensions of the box you need and we will send a sample and quote an attractive price on any quantity.

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28 "Service" Branches Throughout Canada

Canadian Consolidated Rubber Co. Limited

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KIM-FELT

"KUMFYS"

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The Price of a Shoe—Viewed From Two Standpoints

Of Vital Interest to the Manufacturer is the Dealer's Cost of Doing Business and the Margin of Profit the Retailer Makes on a Shoe to be on Safe Side—Difficult for the Producer Who Has Prices Unsuitable to Hold or Enlarge His Output—Figures That Will Interest Both Makers and Buyers of Footwear.

By ALBERT E. FALLET

I should say that the success of a person or corporation engaged in the shoe business is in proportion to his or its appreciation of the margin of gross profit necessary to the success of the retail merchant—particularly does this apply to the shoe manufacturer.

Other things being equal, the manufacturer who makes his shoes and prices them to allow the correct gross profit to the merchant will get the business.

In Western Ontario one day last summer I was in a sample room with a merchant and a salesman. All samples were plainly priced, and, although divided into McKays and welts, were set out in the order of their prices. After spending some time in judging the line as a whole, the merchant walked the circuit of the room, pulling certain shoes to the front of the tables. Some of these latter he eventually pushed back, doing his buying from a few of the balance. Many manufacturers have had the same thing happen to them, and some, no doubt, never asked the reason.

I asked this retailer why he did this and he said he was picking the lines that would allow him his standard, or a little better than his standard, margin of profit. I then went along the line myself and will tell you what I saw. The case may be more flagrant than usual but in theory it is a typical example of the pricing methods of the shoe manufacturer. I made note of the prices and can give them exactly.

I saw McKay low shoes at \$2.05, \$2.10, \$2.15, \$2.20, \$2.25, \$2.40, \$2.45, \$2.50, \$2.55, \$2.60; McKay high shoes at \$2.25, \$2.30, \$2.45, \$2.50, \$2.55, \$2.60, \$2.75, \$2.80, \$2.85, \$2.90. I saw welt low shoes at \$2.65, \$2.70, \$2.75, \$2.85, \$2.90, \$3.00. I saw welt high shoes at \$2.85, \$2.90, \$2.95, \$3.15, \$3.20, \$3.25, \$3.30, \$3.40, \$3.45, \$3.55, \$3.65, \$3.90 and \$4.00. I make no mention of the men's prices.

I have seen only two other price lists as bad in fact as this one, but I have seen a dozen others as bad in principle. Note the prices of the shoes the dealer buys.

He buys McKay low shoes, \$2.40 and \$2.50; McKay high shoes at \$2.60. This last is a bargain; it was the maker's "leader," and, although some changes would almost wipe

out the margin of manufacturing profit, the merchant compelled the salesman to sell this shoe in four different ways. He bought welt low shoes at \$2.65 and \$2.75, and welt high shoes at \$3.25 and \$3.30. He did not buy from the samples above \$3.30 because he did not consider that this particular maker's product was classy enough to sell for more than five dollars. This last remark was enlightening from the manufacturer's point of view. Some have the idea, openly expressed by a few, that they are in a position to sell a merchant a complete line for his store. Thus their prices range, in women's, say, all the way from \$1.85 to \$4.00. The retailer figures that he is only safe in buying the medium grades from these firms because, he reasons, workmen capable of working profitably on a \$3.00 (wholesale) shoe are not exacting enough to properly finish a \$4.00 shoe, and those turning out a passable \$3.00 article have not the facilities for making a \$1.85 shoe of genuine value. When the range is extended all the way between these two extremes the attitude of the intelligent dealer is readily seen. But this is a little aside from the matter under discussion.

Prices He Paid for Goods

Let us return to our merchant and the prices he paid for the lines he bought. They may be divided into four groups: (a) \$2.40 and \$2.50 to sell for \$3.50; (b) \$2.60 to sell regularly for \$4.00, but to be reduced for "sale" purposes to \$3.45; (c) \$2.65 and \$2.75 to sell at \$4.00; (d) \$3.25 and \$3.30 to sell for \$5.00. The gross profits—always figured on the selling price—on these lines amounted to (a) 31 per cent. and 29 per cent.; (b) 35 per cent. regularly but to average 32 per cent.; (c) 34 per cent. and 31 per cent.; (d) 35 per cent. These are percentages that the manufacturer should keep before him when "building" and pricing his samples. It will be noticed that the percentage of profit figured becomes larger as the price of the shoes increases. The merchant figures this way because of the comparative staple qualities of the cheaper shoes, making it possible to carry it from one season to another with slight loss, as against the all-too-frequent style changes in the higher priced ones that make their purchase more or less a risk. Some manufacturers may think this scale of gross profits

too high. Even some retailers may say they do not price their shoes this way. But it is a fact that merchants who are not merely making a living but making money won't look at a line that will not allow over thirty per cent. gross. It is also a fact that manufacturers who make and price their shoes bearing these percentages are getting the business.

The Various Classes of Dealers

Salesmen in the employ of any manufacturer can tell him the scale of profit demanded by really successful dealers who are not hogs but who have been business men enough to find out what it really costs them to do business and who price their shoes accordingly. We must admit that there are retailers who do their business on a smaller margin than this, but they are exceptional cases easily classified into: (a) he who is afraid to ask a fair profit; (b) he who is content to save his small income instead of trying to make a larger one; (c) he who doesn't know his costs; (d) he who keeps store in a congested city and whose trade is of a class that will buy anything as long as it's cheap and whose trade requires next to no waiting upon—these are mighty few; (e) he who fails.

Classes (a) and (b) may be safe enough, but the growth of their trade is usually so slow that a manufacturer looking for expansion cannot count on them for much. Class (c), to which so many merchants belong, is one that it is the duty of the manufacturer to assist for his own sake. We are sure that there is no merchant in the country who would not welcome all the information that came to him. From the total list of failures to arrive at class (e) we deduct those due to financial or crop conditions over which the merchant has no control, those due to unwise buying and to several other conditions and still have by far the greater majority of failures left. Class (d) we need say nothing about, their numbers are so small.

The manufacturer may differ off-hand with the justice of the profits expected by the intelligent dealer and may feel he is asking too much. At the same time he will concede that a net of 10 per cent. is not out of the ordinary. To one with the small turnover of the ordinary shoe man he might be willing to allow 12½ per cent. Here he agrees with the merchant who knows his final cost and places it somewhere between 20 per cent. and 24 per cent., according to conditions peculiar to his business.

He Laughed at the Retailer

When one manufacturer first had these cost percentages placed before him he said they were wrong. When assured positively that they were right he said that there was something wrong with the retailers if that were so. He laughed at the statement that a dealer who sold a \$2.60 shoe for \$3.50 actually made two cents a pair less on his sales than the manufacturer made on his much larger turnover. His objection was to the idea that a merchant's cost was around 22 per cent. If it was, he said, there was something wrong with the retail trade. Wrong or right, the shoe manufacturer must deal with conditions as they are. It happens that in this case it was particularly easy to prove to this "doubting Thomas" that the retail trade was all right.

The manufacturer agreed to the suggestion that he compare his own company's costs with those of a typical merchant. To arrive at a comparison with the "overhead" charges of the dealer a list of all such items was made. The list included interest on investment, depreciation on stock, depreciation on fixtures, loss through sales at less than regular prices and less than cost, rent, taxes, insurance, light, heat, water, advertising, traveling expense, sundry expense, salaries. The manufacturer's list corresponding to this one contained such items as interest on investment, depreciation on stock, depreciation on plant and fixtures, loss on cut-price

sales, including samples, factory and office rent, shipping room expense, returns, and the balance practically the same as the dealer's list. This was rough and ready figuring and not according to correct factory cost methods, but was the only way the two cases could be justly compared. Practically all that was left to enter the maker's cost was materials, lasts and patterns, incidental repairs, wages, including superintendent, royalties, power and similar items.

When the manufacturer in question applied this method to his own business he found that his cost figured over 20 per cent. He then became more interested in the retailer's figuring and for purposes of comparison we decided to use a live man in Western Ontario whom we both knew intimately. This merchant had a nice business of about \$18,500 a year. He carried a trifle less than half that amount of stock, and his window, put in at his own expense, plus his fixtures, were worth about \$1,500. His total investment, then, was \$10,000.

He employed one clerk whom he paid twelve dollars a week. He spent \$350 a year on advertising. His rent was \$35 a month. He figured that he must charge up \$350 a year against depreciation on his stock and "sales." Interest on his investment amounted to \$650 a year. His own salary was down at \$1,200 a year. All the other items brought his total expenses up to \$4,152, or 22 per cent. of his sales. In this particular case the merchant, in spite of his figuring and in spite of buying to the best of his ability, only claims to have cleared around 7 per cent. in an average year and he lays the blame at the door of the manufacturers who do not price their shoes properly.

What About Your Salary

I was rather surprised by a remark the manufacturer made when the question of our figures was being discussed on another occasion. "Say," he said, "you've got that man down for a pretty nice thing, haven't you?" "What do you mean?" I asked. "Why," he replied, "you've got him down for a salary of \$1,200 and profits of almost \$2,000. His real profit is over \$3,000." That was an easy one that had not struck the manufacturer because he had not applied the reasoning that he knew to be correct in his own case to the case of the dealer. "His salary," I replied, "was \$1,200 and the profits of his business were around \$2,000. He could have earned that salary elsewhere, he figured, with no risk of capital, and should be paid that much for managing a business with which he was so familiar. He is looking forward to moving the business to a large store on the corner and doubling the size of the stock carried. Where should the money come from for this? From the small savings of his personal salary or from the profits of the business? If you were going to build a large factory in the east end to double your output, would you pay for it out of the savings from the \$3,000 salary the business pays you or out of the profits of the business?"

Vital Question to Manufacturer

The question of the dealer's cost of doing business, and consequently the margin necessary to him for the safe conduct of his business, is a most vital one to the manufacturer.

Many manufacturers have succeeded in spite of a lack of knowledge or lack of appreciation of the value of knowledge on this point. Others have done probably as well because of the past lack of knowledge on the part of the merchants themselves. But each season it becomes more and more difficult for the salesman with samples not priced "right" to do the business. The retailers are giving the matter of study of their costs serious attention.

As it is a simple matter to point out failures among the retail trade—among stores varying in size from a one-horse-show on a side street to a departmental store—due to a lack

of knowledge of the cost of doing business, so is it an easy thing to point out manufacturers who have gone to the wall having disregarded the margin necessary to the merchant in pricing their samples.

Why They Went Down

A couple of years ago a Quebec province company failed—its selling plan allowed a profit entirely inadequate to the dealer. A little later on an Ontario company was placed in charge of an assignee—its managers among other mistakes made the one of expecting a merchant to sell a \$2.65 woman's shoe for \$3.50 and make money on it. Last summer another Quebec manufacturer closed his doors—one of his dreams was that a retailer would pay him \$3.25 for a man's shoe that wasn't good enough for a \$5.00 shoe, in fact, he expected it to be sold for \$4.50. There have been many others as well, but these will do. You may say, and truly, that these concerns had other shortcomings, but their unsuitable prices were the outstanding features of their lines.

While the manufacturer who does not consider the merchant's profit when pricing the majority of his samples need not live in fear and trembling, the matter is very important to him. Any maker may smile and, pointing to a growing trade, say he makes his shoes and prices them with respect only to what they cost him. He would be foolish indeed to disregard his cost. He is equally foolish wasting time and money making up samples, and wasting the sales

man's energy asking him to try to sell from samples, made up disregarding their cost when finished. To repeat, he may point with pride to a growing business, but he may find that his growth is mainly on shoes made up at a certain price, that it is due to a number of new customers, that it is due to the human element that enters into his business—the loyalty of old customers to his organization and the increasing goodwill extended to his good salesmen. All these things tend toward growth in spite of the lack of foresight in pricing.

Delving into Cost Studies

During the present strenuous times merchants are delving into a study of costs as deeply as are manufacturers. It will be increasingly hard for the manufacturer with prices unsuitable in any way to hold and enlarge his trade as time goes on. At a time when fall samples are being designed it is not untimely to suggest that manufacturers are in a position to eliminate one unsuitable feature from their price lists by a close study of retail costs and profits, remembering the standard prices at which shoes must be sold.

It is not a question of building "down to a price," but of building "to a standard" of cost. If changes are necessary in methods of making up and pricing samples, the manufacturing is conforming to one of the most rigid laws of commerce in following the line of least resistance. More and more merchants are learning to say "I will not pay more than \$3.30 for a \$5.00 shoe."

Will There be Enough Hides for Making of Shoes?

Growing Seriousness of the Situation—Packer Hides Reach Abnormal Figure—Slaughter of Calves Should Cease—Leather is not Made in a Night and Future Supplies Must be Looked After—Effect of the War

A leading firm of tanners in Indiana have recently sent out a letter on the leather situation to a number of customers which contains an able and comprehensive review of present conditions and the effect of the war on the supply and prices of hides. The following excerpts will be read with interest, as they seem to sum up matters in a calm, conservative spirit.

Changes in World's Markets

The great European war has made such startling changes affecting the world's markets that old landmarks are swept away, and it is more difficult than ever before to understand general trade conditions and to forecast the future. The tanning and allied leather industries during 1914 passed through a reconstructive period of values which was sensational to say the least. The unusual conditions existing to-day make it difficult to forecast just what 1915 will bring forth. However, if you will study the facts and figures as obtained by us you will find that one feature stands out pre-eminently; that is, there will be no increase in the supply of hides available to operate our tanneries, while everywhere stocks of all kinds of leather on hand are the smallest ever known. The domestic trade in leather and leather goods is sure to improve as time goes on. All the recognized barometers of trade indicate better times. The opening of the stock exchanges with a resultant free selling movement of stocks and bonds is an indication that capital is coming out of hiding and is anticipating coming prosperity. The Federal Reserve System created easier money conditions, relieving the country from danger of recurring depressions. An active movement of the southern cotton crop is rapidly stimulating all business in that section. Another bumper harvest of cotton is expected. In the final analysis large crops will be a boon to the South.

It was only the temporary stoppage of exports to the war zone that caused the depression. The war has increased the consumption of cotton goods and now that exports can be made to many countries there will be prosperity in the South. The immensity of the yield will go far to compensate for low prices, but with complete resumption of exporting quotations may advance. Money is sure to be plentiful in those states where grain is grown. The yield has been large, prices are high, and the effect of this great purchasing power in all the agricultural communities is sure to be felt at an early date.

How Hides Have Jumped

Present prices compared with five years ago show an increase of from 70 to 103 per cent., and it would not be surprising to see still higher quotations prevail, especially after the most undesirable February and March take-off are sold. An embargo has been placed on both hides and leather by all the nations at war, which includes their colonies, so that the tanners of the United States are compelled to confine their purchases to the limited supply of domestic hides and what few are still obtainable from South America. Belgium and Germany heretofore were the largest importers of South American hides and beef. These beef markets are shut off, greatly reducing the South American kill. Tanners find both the imported and domestic supply of hides greatly reduced, and green-salted hides in Europe are selling at thirty-five cents per pound.

The hoof and mouth disease, while the contagion lasted, had the effect of temporarily increasing the kill of cattle, but notwithstanding all this 1914 still shows a decrease in the total slaughter compared with a year ago. Packer hides are closely sold up, some being taken well into January, and none can be purchased for immediate shipment. Below we

give prices for December-January Chicago Packer Hides for five years:—

December-January	1910	1911	1912	1913	1914
Heavy Native Steer Hides	13	16	19	18	23
Light Native Cow Hides	11	14¾	17	17¾	23
Heavy Native Cow Hides	12	15¼	17¼	17¾	23
Heavy Texas Steer Hides	12¾	14¾	17½	17¾	20
Colorado Steer Hides	11½	14¼	17¼	17	19¾

Henry J. Williamson, Statistician of the U. S. Department of Agriculture, who for five weeks past visited the stock yard centres of the West, in a published statement said: "We have been taking a census of the cattle of the country and found a visible supply of less than 35,000,000. As this includes calves, yearlings and full-grown stock, the number of animals capable of breeding is reduced to an alarmingly

An Effective Holiday Window

A very artistic holiday window was installed by Weiss Bros., shoe dealers, of Napauce. The design was taken from a background which appeared some time ago in the SHOE AND LEATHER JOURNAL. This background represented the end of a house, showing the chimney, with Santa emerging from the fluc. On both sides of the gable, the firm had a half moon with the words "Christmas Greetings" appearing in bronze letters. There was also a star hanging on either side of the dwelling. The flooring was of red velours, and across the front of the habitation, in large letters, was "Merry Christmas to All." From the chimney were hung well-filled stockings and there was a splendid display of ladies' evening shoes, warm felt footwear, hockey boots, skates and other appropriate lines. Weiss Bros., who con-



duct stores both in Napance and Trenton, believe that their windows are their best advertising mediums and that every window should have perfect air space, so as not to have any frost on the panes. They report that Christmas trade with them was extra good, considering the condition of affairs, and they hope to keep the wheels going by a little extra work in advertising during the year 1915.

deficient supply. Meat in America will be a rarity before the war ends, with its drain on our herds. The number of cattle has diminished and the population increased progressively for ten years until now they are too widely divergent to hope to get a full supply for at least ten years more.

"The Department of Agriculture has sent out repeated warnings without avail. Farmers have sent young calves to market and slaughter-houses have killed yearling bullocks and heifers until few good breeders are to be found. Ranges no longer exist in Texas and other cattle-raising states.

"Unless scientific breeding for increase is general and the slaughter of calves cease before five years has expired, America will find herself in the class of European countries that have to look to importation to supply meat. Leather is low now, but is becoming so scarce that there will not be enough hides for the manufacture of shoes within a year or two."

Cattle Supply and Population of United States

	Beef Cattle	Cattle Supply	Population
1915	Estimated	less than 35,000,000	
1914	35,855,000	56,592,000	99,000,000
1913	36,030,000	56,527,000	97,026,789
1912	37,260,000	57,959,000	95,410,503
1911	39,679,000	60,502,000	93,792,509
1910	47,279,000	61,803,000	92,174,515
1909	49,379,000	71,099,000	90,556,521
1908	50,073,000	71,267,000	88,938,527
1907	51,565,731	72,533,731	87,320,539
1906	47,067,656	66,861,656	85,702,533

Stocks of Leather Are Low

With a normal domestic demand for leather for shoes, harness, belting and other leather products now we would be confronted by the most sensational condition ever known in the trade. The most conservative estimates show that stocks of leather and leather merchandise are below normal. There has been extreme conservatism and liquidation, and it is not alone leather, but all kinds of leather merchandise that are in small supply. This would soon prove inadequate under anything like an active demand. With the United States the only leather market available for the entire world, the exportation of all kinds of leather and leather goods has been enormous, and easily absorbed our small surplus and reduced the available stock to a minimum. The situation is so serious that some of the largest New England users of leather have, through the daily and trade papers, advocated that an embargo be placed on the exports of all kinds of leather from the United States for the purpose of conserving the raw material for domestic consumption. It is well understood that the large export movement in leather resulted from the extraordinary demand, and the high prices quoted by leading tanners seemed low by comparison with those prevailing abroad. The future largely depends upon the continuance of the war, but the authorities are agreed that the chances of a sudden termination are not favorable. However, the cessation of hostilities would not produce any more hides, for the earning power of the European meat users will be restricted for some time at least. Leather, like other manufactured merchandise, is not made over night. It takes a long time to convert hides into leather and some time must elapse before anything like normal conditions will be resumed. All European military stores will be depleted and immense quantities of shoes and leather accoutrements will be required to again establish these nations upon a peace-basis.

If the war drags along for several years, as some authorities predict, there is serious doubt that sufficient raw material can be obtained to make the leather now required to keep shoes and accoutrements on the millions of soldiers and harness and saddles on the horses.



**NEW
HARTT
SHOES
FOR MEN
and YOUNG
MEN**

¶ We have just received a shipment of Hartt Fine Shoes.

¶ The Hartt is the leader in fashionable footwear for men.

¶ Put on a Hartt Shoe and you will be delighted with the appearance of your foot—there's real visible style to the Hartt Shoe, and then they are so well made that they keep their shape all through their long life, and fit so perfectly that you get the utmost comfort.

¶ The new styles are very attractive.

¶ May we show them to you

CHAS. RICHARDS

The Big Shoe Sale

Lasts Only This Week

Saturday Will Be the Last Day

Think of the price shoes will be later and

BUY NOW

McManus & Co.

Our Fall Supply Of Derby

Shoes Now Complete

THE Derby

A Shoe for Men who want Absolutely the Best

The best \$5.00 Shoe made for men

Also the Beresford Shoe in Mahogany and Black at \$5.50 \$6.00

Smardon and Vassar high Class Shoe for Ladies

Call in and see them

Pleased to show the Goods

F. D. HILTZ

Saturday, October 24

There are Special Features at the James V. Russell Clearance Sale 695 Main Street

Girls' Heavy Boots—Regular \$1.50, now \$1.00. Sizes 11, 12, 13, 1 and 2

Ladies' Heavy Boots—Now 63c. a pair

Men's Patent Leather Boots—\$5.00 quality, now \$2.45 a pair

Other Great Bargains It Will Pay You to Attend This

SHOE CLEARANCE SALE At 695 Main



Walk-Over Shoes

A Lady's Dress Shoe

You know that patent leather is the dressiest leather made. Nothing can really fill the place of good patent leather.

The shoe shown here is of Walk-Over quality, trim in pattern beautiful in shape and rich in finish

Morris & Smith 127 Queen Street

The CLASSIC Shoe

FOR WOMEN



FOR WOMEN

Not a pain or ache with your feet in "Classics"

Our Special this week in Shoes has a rubber sole and a double rubber heel and insole. See them

McCallum & Son

AYLMER'S GENERAL STORE

HONEST GOODS AT HONEST PRICES

This store is noted for its good value in

SHOES

Boys' Pebble Bal \$1.50	Girls' Peb Bals \$2.00
" Dong Blucher 2.25	" Dong Bals \$2.00
" Dong Bal 2.50	" Pat Blu 2.50
" Boys Kang Tan 2.75	Women's Dong Bal.... 2.25
Men's Dong Blucher 3.00	" Patent Blu... 3.75
" Heavy Kang Tan.... 3.50	" Patent Butto'd' 3.75

These are all good values for the different prices

H. L. STRATTON

The "Pulling Power" of Some Retail Shoe Advertising

Pointed Comment on the Construction and Display, the Lay-out and Illustrations of Dealers in Footwear—A Feature That has Aroused Much Interest—Send in Your Announcements for Criticism and Suggestions.

In his announcement regarding Hartt shoes, Charles Richards, of Killarney, Man., needs no instruction or advice in the art of effective newspaper publicity. The cut is a fair one although it might be clearer; the heading is good and the talk on this brand of footwear is interesting and tersely given. The writer would suggest that if a range of prices had been given, the appeal would have been more direct and pointed. The display, border and body matter are all that could be desired.

McManus & Co., of Fredericton, N.B., simply make a statement that "The Big Shoe Sale lasts only One Week Longer." As a sale announcement there is ample space to display all that is said, but a more catchy heading would be "Saturday will be the Last Day." The words "The Big Shoe Sale" have done service ever since shoe sales were held, or William Caxton invented printing in the fourteenth century.

The announcement of Morris & Smith, Charlottetown, P.E.I., regarding "Walk Over" shoes, is well set up, has good balance, and the matter is nicely arranged. The cut

is a good one for newspaper purposes, and the wording indicates that the shoe mentioned is a high-class, stylish one. It might have been well to indicate the range of prices, thus giving further point and effect to the announcement.

Another sale announcement is that of the clearance of Jas. V. Russell's stock in St. John, N.B. Prices are given, and while there is nothing artistic or attractive about the ad, still, as a plain, price giving declaration it possibly served its purpose very well.

F. D. Hiltz does business in Dartmouth, N.S. He handles the Derby shoe. The cut stands out very well, but the ad would appear to better advantage if so much rule work was not employed in its set-up. The announcement "Call in and see us" and "Pleased to Show Goods," are a little time-worn and do not have any pulling power with the public. Prices are given in the men's shoes, but why not in the women's lines that are mentioned. On the whole, this advertisement is very good in construction and layout, except that the cut should not be centred the way it is. However, as it is very likely on a block, it may have been

impossible to have used it in any other manner and make it do good service.

McCallum & Son, of Parry Sound, Ont., have given what they have to say in their ad plenty of space, so that the type is well-displayed. The cut is a good one, and illustrates a smart, Classic Oxford. The rules over "The" and "Shoe" and around the words "Not a pain or ache with your feet in 'Classics'" are unnecessary. Once more, we repeat that it is well for the average merchant, unless giving an introductory or what is merely intended to be an instructive talk, to name prices in each instance. Featuring something "special" as has been done in the announcement, is good business.

H. L. Stratton, Aylmer, Ont., who conducts a general store, makes a straight announcement that "his store is noted for its good value in shoes." This statement is practically repeated at the foot of his space. This is scarcely necessary to do this in order to drive home a point. Prices are given for the various lines of footwear. It is good business in nearly all retail advertisements, and if it is at all possible, a brief description of the leading points or features of the shoes offered for sale. "Aylmer General Store," and "Honest Goods at Honest Prices," would have looked better placed under Mr. Stratton's name; a heading which would

have been more effective, would read, "Exceptional Value in Shoes." However, the ad is not crowded, and is clear and distinctive.

The two column wide space of R. Newman, of Dunnville, Ont., is altogether too crowded for a striking effect. The body type should be larger and the heading "Boots and Shoes" is uninteresting and not at all calculated to arouse concern or stimulate the reader to investigate what follows. A better caption would have been "Fall Styles that Excel," or "Correct Shoes for Autumn,"—anything out of the ordinary stock-in-trade character. The context in Mr. Newman's ad, however, while not pointed or concise in style, is interesting. He mentions the various brands in men's and women's footwear which he handles, that these lines were bought at the old prices and that customers would not have to pay more than formerly. This information is timely, but he might have mentioned the range of prices at which these lines of shoes sell, and given brief details regarding distinctive styles or the leading features in fall footwear. Such data is always welcomed by the reader. The words, "A Call Solicited" and "Remember at" are not necessary, as they do not add to the strength or pulling power of his publicity proclamation.

W. H. Ryan is a general merchant at Kearney, Ont., who handles shoes and rubbers. His ad. is of too general a

Boots & Shoes

My stock of Footwear for the fall trade is now in and open for inspection. The goods have been made by the best manufacturers in Canada.

In Men's Fine Wear I carry a full stock of Astoria, Brandoses, Just Right and Dr. Reid's Oashion Sole Shoes.

In Ladies' I have a full stock of the Empress, the Belle, Lady Elgin, McPherson, Getty & Scott, and others.

My stock of Men's, Women's, Boys', and Children's, in medium and heavy staples is the best that money and experience can produce. All kinds of Rubber Goods now in stock.

My Fall Goods were bought early, avoiding the now high price of all leather goods.

I have still on sale on the bargain counter a number of broken lines to clear out at

BARGAIN PRICES

A Call Solicited. Remember at

R. NEWMAN'S

Just Arrived!

In addition to my regular stock of Groceries, Dry Goods, Boots & Shoes, &c., I have just received a nice line of Wrappettes and Flanettes for winter.

Also Rubbers of different kinds and prices to suit different sized feet, both for ladies and men.

Don't forget to give us a call when in Kearney.

P.S.—Coupons discontinued after Nov. 1st.

W. H RYAN

General Merchant, - - Kearney, Ont.

Correct Shoes For Dress Wear

Reception Footwear holds a prominent place in our assembly of Fashionable Footwear and we invite you to see what we believe you will say is the most complete assortment of dainty styles ever shown in this vicinity.

Pumps and Slippers for Evening Wear in White, Black and Colors are included in the gathering, in Patent, Suede and French Kid Leathers and in Silk, Satin and Fubrikoid

P. J. LOSIER,

Shoes for the Growing Girl

The Growing Girl requires Special Shoes

WHILE it is necessary that her Shoes should conform to the natural shape of her foot it is not necessary that her Shoes should be clumsy or uncomfortable.

The broad toe and the low flat heel idea means comfort and it means durability. It means also that the young feet will not become distorted.

OUR GROWING GIRLS' SHOES ARE MADE TO COVER THESE POINTS IN ALL LEATHERS PATENT COLT, GUN METAL, CALF AND KID



Popular Prices and Styles

Growing Girls' Gun Metal Button Boots
Sizes 2½ to 7
\$2.00, \$2.50, \$3.00

Growing Girls' Patent Colt Button Boots, cloth or dull tops, sizes 2½ to 7
\$3.00

Growing Girls' Dongola Button Boots, sizes 2½ to 7
\$2.00, \$2.50, \$3.00

SPECIAL—Growing Girls' Dongola Bluchers, kid tips, low heels, sizes 2½ to 7
\$1.50

Misses' Box Kip Button and Blucher Boots, sizes 11 to 2
\$1.65, \$1.50

Misses' Gun Metal Calf Button and Blucher Boots, sizes 11 to 2
\$2.00

Men's Tans

Goodyear Welted Bluchers — worth four dollars. On sale ALL SIZES

Same style in button ups

\$2.65



Drop In And Look Over Our New Fall Regals

You can tell at a glance that their lines are trimmer and smarter, and their workmanship superior to that found in other ready-to-wear shoes. And there is a reason for this.

REGAL SHOES

are built on the very newest and smartest custom lasts, by the most skillful bench workmen. Other ready-to-wear shoes don't have these exclusive custom shapes until the following season—when these styles are cut of fashion.

We recommend these Regals for long service, and guarantee to fit you correctly and comfortably.



Smart Men's Regal



Sign of REGAL

Special For Friday and Saturday

To every purchaser of a new pair of Shoes will be allowed 50c for the old ones : : :

J. W. CRESWELL CO. 1774 Hamilton Street

Hubert Ashplant & Sons

character to specifically interest readers, and really gives very little more information than would be conveyed in a window sign. The only pithy item that could be interpreted as catching the public attention is "Coupons discontinued after November 1st." Of course, it is perhaps difficult for a general merchant who wants to say something about all his goods in a limited space, to do so. It would be better not to try to make his announcement of such a comprehensive character, to change his ad frequently and feature something special each time.

P. J. Losier is a shoe dealer in Weyburn, Sask. His ad is a fair sample of a good advertisement, although it would be better if the body matter had been set in the one style of type. The rules under the script-like letters do not add anything to the context. The heading is opportune and emphasis is laid upon the fact that Mr. Losier carries a very complete stock of reception footwear and is able to meet any ordinary demand. It would, in a town the size of Weyburn have been better for Mr. Losier to have mentioned prices. However, as emphasizing one feature of his stock—that of Reception Footwear—the ad is bright, readable and informative.

Hubert Ashplant & Sons, of London, Ont., are an old established shoe house, and they certainly know how to

advertise with force and effect. Their talk on shoes for growing girls is interesting and instructive. Prices and descriptions are given and are well displayed. If the second line of the caption "Growing Girls Require Special Shoes" had been used alone, it would have caught the eye quicker than the general announcement, "Shoes for the Growing Girl." The border in the centre might very well have been eliminated. The cut of a "Growing Girl" and the shoes surrounding this fair damsel, while of a stock character, at once arrest the attention, and are much more appropriate than many stock cuts. The man's shoe illustrated in the lower left hand corner, is a good one and the announcement regarding men's tans, is terse and timely, and should get the reader's attention.

The ad of the J. W. Cresswell Co., Regina, Sask., featuring "Regal Shoes," is artistic and attractive. The heading is well displayed, the body neatly set, and the matter has some "punch" to it. As this firm is well known, their assertion, "We recommend these Regals for long service and guarantee to fit you correctly and comfortably" must carry weight. An opportune bid for extra trade is made in the special announcement that to every purchaser of a new pair of shoes on a Friday and Saturday, fifty cents will be allowed for the old ones. The one thing that does not seem complete is no mention is made at all of the figure at which the Regal shoes are sold."

Good Service, Personality, Advertising and Equipment

Are the Keynotes of Success in Building Up a Paying and Permanent Shoe Repair Business—Importance of Attending to Little Details—Have All Work Done When Promised—Know Where You Stand in Matter of Profit.

By GEORGE E. GIRLING, Edmonton, Alta.

On the front page of a well known magazine, appears the following:—"Only articles calculated to increase the ability, reliability, endurance and action of business men appear in this magazine."

Here are some fundamental truths that could be applied to shoe repairers, who aim to make "good service" the foundation of their business.

Generally, the first thought of the repairer is:—How to make the most out of it. How much one gets out of any business depends largely upon how much one is prepared to put into it. One of the first thoughts should be, how can I best serve the public? Solve this question and it will not take long to find out how much is to be got out of it.

Modern equipment means "good service." The modern shop should be equipped with a stitcher, finisher, patcher and telephone, these are essential to strike the keynote of "good service."

Must Have Modern Equipment

In case any readers of this article should have only sufficient work for one man, I would say,—"You need modern equipment," just as much as the shop employing help. Probably you entertain the idea that it would be too costly for the volume of business you are doing. This idea would be wrong. Where the large shop would need a thousand dollars, more or less, equipment, the one man shop could manage nicely with an outfit costing approximately two hundred dollars, and could be obtained on the easy payment plan. This would place you on equal terms with any competitor, however well or expensively equipped he might be, and gives you the same opportunity for extension, and the saving of time and service to your patrons would surprise you.

Many readers will doubtless consider two hundred dollars insufficient to equip a modern shop, but it can be done and is within the grasp of every shoe repairer who

has only a very limited capital. It is easy for the man with capital to start in with an elaborate equipment, whose location would warrant it, but what of the man in the suburban district, who has only himself to do the work.



INTERIOR OF GEORGE E. GIRLING'S REPAIR SHOP, EDMONTON

He needs the equipment just as well as the other fellow, but in many instances does not know he can modernize his shop for such a small outlay.

Supposing now you have a modern outfit, your "ability" to handle the work determines your measure of success, "good workmanship" and "good material" must predominate.

Put a Ticket on Each Job

"Reliability" plays an important part. Put a ticket on each repair job taken in and eliminate having to search

for the right pair of shoes when they are called for. Avoid wasting your own and your customers' time. Time is money. You would not throw away a dollar bill. Tell each customer plainly when the job will be done and have it done as promised. Nothing is more detrimental to any business than to get the name of being unreliable. A customer should not be allowed to call twice for a pair of shoes. Send them home, it will be appreciated.

"Endurance" is a word not often heard in a repair shop, but nevertheless the repairer sometimes has to endure the indifferent treatment meted out to him, the same as in other businesses. It may be a job to do after closing time, or accepting the responsibility for a sole cracking after being left too near the fire, or a pair of heels to alter because they are too high or too low. These are opportunities that try out your personality. Manners do not make the man, but manners reveal the man.

"Action."—Always busy is a good slogan. My father used to say, "Off with your coat, roll up your sleeves and look like work," if you don't intend to do any. The public would rather patronize a man who is always busy. Avoid inactivity. Greet your customers pleasantly under all conditions, and if trade is bad, don't tell your customers so, but be a live wire all the time.

The Forerunner of Success

Do you advertise? Brown the shoe repairer, came in the other day to find out if possible the cause of trade de-

He Is Now Mayor Hurlbut

The new mayor of the enterprising town of Preston, Ont., is Clayton E. Hurlbut, secretary and manager of the Hurlbut Co., Limited, manufacturers of infants' soft sole shoes and boudoir slippers. Mr. Hurlbut, who was born in the little town called Myrtle, about ten miles from Whitby, has resided in Preston for the past eight years, and during that time, has held a number of influential positions, being



president of the Board of Trade for two years and serving as a member of the school board for a like term. He has always taken a deep interest in municipal affairs and done everything in his power to keep the welfare and progress of Preston to the front. In doing so, his own industry has contributed not a little in this respect. His recent election to the civic chair evidences the esteem in which he is held by the citizens.

pression, was it general or was it competitors, says Brown. I've had my shop three years and this is the quietest time I've ever known. In reply to the query, "Do you advertise" he replied, "No, I never have," and his manner implied that he did not intend to.

Now, Mr. Repairer, advertising is the forerunner of success. It is just as important for you to advertise as any other business. One of the best and least expensive methods is to make your patrons do your advertising for you. Your satisfied customers would just as readily talk to their next door neighbor about the good service at "Brown's Shoe shop," as otherwise.

Are you getting the full value out of your finishing machine? Right here is your free advertising. Here is your opportunity to make your patrons talk about you; by sending your repairs out cleaned, ready to put on. The time is well spent, considering the number of pleased customers created. When you take in a pair of shoes to be heeled, how long would it take you to finish the foreparts also? Not a minute. Or when you half sole a pair, to finish the heels, it is worth the time for one's own satisfaction. See that the shoes that come in with broken laces leave your shop with new ones. Don't forget that little bit of stitching, that missing button to replace, or eyelet hole to repair. These are but a few of the minor things easily overlooked, but are a great factor in building up a successful shoe repair business. It creates confidence. Give attention to the little things and you will not have to spend much money on advertising. Your customers will do it "free."

The Use of Brass Rivets

There are many differences of opinion as to the use of brass rivets, more especially in this part of the world, where the writer is located, where "get rich quick" ideas sometimes predominate over good judgment. The use of brass rivets contribute largely in the giving of "good service," and is beneficial to the repairer as well as to his customers. Shoes repaired with brass rivets will bear more half soles than those repaired with iron rivets, thus increasing trade. They add materially to the appearance of the job when finished and help to preserve the insoles as they do not rust as do iron rivets.

The sale of findings presents another opportunity to give service, with a little profit thrown in. Many repairers say it does not pay to stop work to sell a pair of laces or a tin of polish. This is quite true. It does not pay to stop work and disentangle a bunch of laces which may be hidden away in a drawer or lying in the window smothered in dirt. A board six inches wide and four and a half feet long will hold twelve "Perfection Lace Holders." Place this on the wall near the door where your customers can see it on entering. They can select their requirements and hand you your nickel or dime over the counter. A good idea is to have a small price ticket over each lace holder. The assortment should be in order. First your 4-4 black and tan, then your 5-4, 6-4 and so on. This is a splendid time saver, yet one can walk into stores where thousands of dollars have been spent in fixtures and find laces and polishes, etc., quite out of sight.

Do You Know These Things?

How many repairers could tell in an instant how many jobs they have taken in since the first of the year, how much cash they have taken and how much net profit made to date. Some may consider this has no bearing on the volume of business they are doing. Directly it has not, indirectly it has. To know day by day, week by week, month by month, what progress is being made or otherwise. To know your exact position should act as an incentive to accomplish greater things and help to promote will power and aggressiveness with the keynote of "good service" as a foundation.

Ably Reviews Business Conditions

L. J. Breithaupt, president of the Breithaupt Leather Company, Berlin, Ont., who recently retired after a year's active service as president of the Board of Trade, gave a comprehensive review of business conditions in Berlin during the past year, in which he stated that the city might well congratulate itself on having escaped or overcome most of the conditions which had so seriously effected other cities and manufacturing centres. Berlin's diversity of manufactures had helped considerably to this end. The year 1914, like 1913, closed with no failures in the manufacturing or mercantile interests of Berlin, which, under the trying circumstances, might be considered as unique, and was a great compliment to the capacity and resourcefulness of its business men.

Speaking of business conditions in connection with his own affairs, Mr. Breithaupt says they have been extremely busy for the last two months or more and have been obliged to work overtime in some of their departments. Hides have touched the highest price on record and it is predicted that any change will be upwards. Sole leather has been, comparatively speaking, the cheapest line in the leather market. Further advances, however, are not unlikely, as stocks are low and costs never have been so high. The Breithaupt Leather Co. have recently presented all their customers with a very useful and convenient leather memorandum book.

"Buying Shoes at Election Time"

"I am Mrs. B. and my husband is running for alderman. He is a very busy man and regrets that he has not the time to come in and get a pair of shoes. I am buying them for him. Please give me a box calf Blucher, size about 8, and D width."

The Toronto shoeman to whom this request was made was all courtesy and attention. Naturally, after effecting a sale, as he thought, of a six dollar pair of shoes to Ald. B. he could not, of course, forego casting his vote for that candidate on election day, for certainly "One good turn deserves another."

Now this little incident has occurred in Toronto for two or three years, and not only one, but several shoemen have been "approached" by the wife of the aspirant for municipal honors, who, after the contest was over, took good care to return the shoes, at the same time pleasantly requesting the money back, saying that they did not fit her husband, but that he would certainly come in later and select another pair.

In the course of this snave conversation the spouse took special pains to speak of the energetic service of her husband on behalf of the electors and to thank the shoeman for his splendid support. All this pre-arranged programme of "shoe buying" has been carried out and worked successfully on several dealers in the city for two or three years, a different set of "victims" being selected annually. Now comes the interesting sequel.

A shoe dealer in the West end was approached, just before the last election by the wife of the alderman. She made known who she was, stating that she desired to get a pair of dress boots for her husband, and incidentally injecting some pertinent remarks as to his being in the field for re-election. This particular retailer, Mr. J. had not forgotten his previous experience, even if the lady had. He was not to be caught again in such a trap and have the shoes returned after polling day under some plausible pretext. Mr. J. was equal to the occasion, but quite blunt.

"I thank you for your consideration," he ironically observed, "but I do not care to sell your husband a pair. If I am not mistaken, you were in last year and bought some footwear for him, which was returned shortly after the election, with the promise that he would call in and make a choice himself. This he has failed to do, and I hear that you have worked this little joker on several. Good-day."

Old Firm to Wind Up Business

It will be seen by their advertisement on another page that J. S. Edgar & Son, Windsor, Ont., are offering their business for sale. This business was established in 1877 by Mr. J. S. Edgar, the senior member of the firm. From the first the business has flourished and the fact that at no time has a creditor had any anxiety over this account speaks volumes for the executive ability of its founder, whose sole capital was a hundred dollars and a determination to win. The junior member of the firm, Mr. A. E. Edgar, who was brought up in the store, was taken into partnership in 1898. At that time the business was enlarged and men's furnishings and hats added. At the present time Mr. A. E. Edgar, who is well known to our readers through his articles in this paper is editor of the American Merchant, a magazine published in the interest of retail merchants, and issued in the United States. After the business has been disposed of Mr. Edgar will devote his whole time to journalism. This firm has seen Windsor, the garden spot of Canada, grow from a few thousand to its present size of over 25,000.

ATTRACTIVE FELT SLIPPERS OF PLEASING PATTERN



The above shoes are three of the latest and most stylish designs in "Kim Felt Kumfys," which are being shown this season by the Elmira Felt Co., and are taking remarkably

well with the trade. These lines are neat, comfortable and decidedly inviting, in both pattern and design, and come in a variety of the latest shades and combinations.

SHOE NEWS IN PARAGRAPH

J. O. Poirier, shoe dealer, of Montreal, has assigned.
Leo Bark, shoemaker, of Ottawa, has assigned to W. A. Cole.

J. A. Perrault, shoe dealer, of Joliette, Que., has assigned.

Wm. Mart has opened a shoe repair shop in the Mahoney Block.

F. DeLancey, of J. & T. Bell, Limited, Montreal, was in Ottawa recently.

The assets of George Auger, shoe dealer, Sherbrooke, Que., have been sold.

Novelty lace boots continue in popular demand, particularly in the large cities.

J. Sinclair, of the Barrie Tanning Co., Barrie, was in Toronto recently on business.

W. E. Woelfle, of the Woelfle Shoe Co., Berlin, Ont., was in Toronto recently on business.

W. Labrie, shoe dealer, of Montreal, has assigned to V. Lamarre.

The Victoria Leather Goods Store, of Victoria, B.C., has assigned.

W. S. Louison, of Ames-Holden-McCready, Limited, Montreal, was in Ottawa last week.

M. J. Ramsay, shoe dealer, Walkerton, Ont., was in Toronto last week on a business trip.

J. M. Redmond, of Hardie, Redmond & Co., Toronto, was in Montreal last week on business.

F. S. Scott, of Getty & Scott, shoe manufacturers, Galt, was in Toronto last week on business.

New machinery parts have been installed in the factory of the Rena Footwear Co., Montreal.

Mr. Jones, of the Grey Pattern Co., Montreal, spent the New Year holidays in New Hampshire.

A. A. Willis, of Campbellford, has sold his grocery and shoe department to C. A. O'Connor.

The assets of Percival and Graveline, shoe manufacturers, Montreal, will be sold on January 19th.

M. Dowling has been appointed foreman in No. 2 factory of Ames-Holden-McCready, Limited, Montreal.

H. F. Kennedy, of the Alberta Shoe Manufacturing Co., Redcliff, Alta., was in Chicago recently on business.

Mr. Elsie, of Nation & Shewan, Limited, of Brandon, Man., was in Toronto last week, calling upon the trade.

Chas. A. Ahrens, of C. A. Ahrens, Limited, shoe manufacturers, Berlin, was in Toronto last week on business.

Mr. Prior, of Prior Bros., Portage la Prairie, Man., spent a few days in Ontario recently on a business trip.

C. O. Shaw, general manager of the Anglo-Canadian Leather Company, was in Toronto last week on business.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, was in Boston and other American centres lately.

W. F. Martin, of Kingsbury Footwear Co., Limited, Maisonneuve, spent a couple of days in Toronto last week.

H. B. Ohrt, shoe dealer, Queen street west, Toronto, who has been ill for a few days is able to resume business.

Percy Parrott, manager of the Saskatoon branch of the Parrott Shoe Co., was in Toronto for a few days last week.

William McDowall, manager of the United Shoe Dealers, North Bay, Ont., was in Toronto lately on a business trip.

Harley Henry, who is well-known in business circles in Saskatoon, having been in the wholesale shoe business there for a few years past, recently took over the business of J. A. Little's shoe store in Saskatoon. Various improvements

will be carried out and a special line will be trunks and traveling bags.

The Crown Shoe Store, Yonge street, Toronto, has been removed to the corner of Avenue road and Davenport road.

The Anglo-French Saddlery Co., of Montreal, have been granted a federal charter with a share capital of \$100,000.

S. Bachrack, of Bachrack Bros., Toronto, has returned from a business trip to Boston, New York and other eastern shoe centres.

John Abernethy, of D. D. Hawthorne & Co., Toronto, is spending a holiday in the Southern States, going as far as New Orleans.

Several machinery parts have been installed in a number of Quebec factories during the past couple of weeks by the U. S. M. Co.

E. J. Kelly, shoe retailer, of Brockville, Ont., who was a member of the town council last year, did not seek reelection this year.

Emerson J. Coldwell, representing the Lynn Last Co., of Lynn, Mass., was in Toronto, Montreal and London last week on business.

W. V. Ecclestone, head of T. Eaton Co. shoe department, Toronto, was in Montreal and Quebec during the early part of last week.

T. S. Pattillo is advertising for tenders for the plant and real estate of the A. A. Durkee Co., shoe manufacturers, Truro, N. S.

E. W. Burt, shoe manufacturer, of East Lynn, Mass., has promised to give a pair of shoes to each baby born in that city during 1915.

Ernest Fontaine, 1300 Ontario street east, Montreal, has installed a 22-foot U. S. M. Goodyear shoe repair outfit in his establishment.

E. B. McCrudden, a member of the head office staff of the Canadian Consolidated Rubber Co., Montreal, passed away recently in that city.

Geo. Wymer, foreman of Ames-Holden-McCready, Limited, No. 2 factory, Montreal, has resigned from his position with the company.

The Big 22 Clothing Co. have bought out the stock and fixtures of the clothing and shoe store owned by Geo. H. Rogers Co., Limited, Calgary.

J. W. Leslie and Mr. Duffield, jr., of the John McPherson Co., Limited, Hamilton, were in Montreal and Quebec during the middle of the week.

O. H. Vogt, managing director of the Great West Felt Co., Elmira, Ont., has returned from a business trip to Winnipeg and other western points.

E. E. Donovan, manager of E. T. Wright & Co., St. Thomas, has returned from a business trip to Boston, Rockland, and other eastern centres.

William Marsh, who is now on the selling staff of the Wm. A. Marsh Co., Quebec, was in Toronto, London and Hamilton last week on business.

E. L. Kingsley, manager of the Toronto branch of the North British Rubber Co., has returned from a six weeks' business trip to the Old Country.

A. Watson, of Guelph, who represents the Hamburg Felt Co., of New Hamburg, Ont., is on a business trip through the Maritime Provinces.

H. Dallas, sr., of Toronto, who represents several English manufacturers of shoes and slippers, is in Winnipeg and the west on a business trip.

Fred Jackson, shoe retailer, of Clinton, Ont., has again been elected mayor of that town by acclamation. Mr. Jackson is an enterprising business man and well thought of by the citizens. His record as chief magistrate during 1914

was highly spoken of by all and the fact that he has been given a second term without opposition speaks well for the worth and character of his work.

T. H. Rieder, vice-president and general manager of the Canadian Consolidated Rubber Co., Montreal, was in Winnipeg last week on business.

W. F. Marquardt, secretary-treasurer of the Relindo Shoe Co., Toronto, who has been ill for the last couple of weeks, is able to resume his duties.

The many friends in the shoe trade of Alfred Hand, of the warehouse staff of Ames-Holden-McCready, Toronto, will sympathize with him in the death of his mother.

H. B. Pollock, purchasing agent of Ames-Holden-McCready, Montreal, has returned from a business trip to New York, Boston and Philadelphia.

J. B. Kilgour has sold out his interest in the firm of Kilgour, Rimer & Co., wholesale shoes, Winnipeg, to his brother J. J. Kilgour, and has retired.

N. Bergeron, late of Vancouver, and a former employe of Powers & Doyle, of Nanaimo, B. C., is conducting a special shoe sale in the latter city.

Mr. Richards, formerly cost manager with the Craddock-Terry Shoe Co., Lynchburg, Va., has joined the staff of Clark Bros., Limited, St. Stephen, N.B.

Clarke & Clarke, leather manufacturers, Toronto, have presented to the trade their handsome and convenient diary for 1915, which is entitled "Lest We Forget."

F. W. Knowlton, manager of the U.S.M. Co., of Canada, made a trip through Ontario last week calling on the various shoe manufacturers in the province.

A six-foot Goodyear shoe repairing outfit has been installed by the U. S. M. Co. in the Montreal Shoe Repair Shop, 637 St. Catherine street west, Montreal.

The shoe store of N. K. Saba, Queen street west, Toronto, was visited by fire a few days ago and considerable damage done by water and smoke to the stock.

P. F. Cook, superintendent of No. 1 factory, Ames-Holden-McCready, Limited, Montreal, spent a few days recently at the home of his parents in Haverhill, Mass.

E. W. McQuay, of the McQuay Tanning Co., Owen Sound, was in Toronto last week and reports his firm as being rushed with orders for harness and collar leather.

Chas. Newton, manager of the shoe department of the Robinson & Co., departmental store, Winnipeg, was in Toronto, Montreal and other cities last week on business.

Victor Graveline, formerly of Percival & Graveline, Montreal, has accepted a position as foreman in the factory of Ames-Holden-McCready, Limited, at St. Hyacinthe, Que.

Chas. Campbell, of the Boston Last Co., Richmond, Que., was in Montreal recently. Mr. Campbell was accompanied by E. L. Emerson of the Boston office of the company.

P. Malboeuf, brother of J. A. Malboeuf, who represents the Kingsbury Footwear Co. in Montreal, has been appointed the Montreal city representative of the Star Shoe Co., of Montreal.

W. S. Parke, recently employed at the Quebec office of the Canadian Consolidated Rubber Company, has gone to Montreal, where he has accepted a position in the Dunlop Rubber Co.

The Nursery Shoe Co., of St. Thomas, Ont., recently received an order to make several pairs of children's shoes to be shipped to Ottawa for the relief of the poor of the Capital city.

S. G. Best, of Toronto, has been appointed selling representative for eastern and western Ontario for the Drummond Shoe, Limited, of Drummondville, Que., who specialize in men's welts. Mr. Best also handles the line of the Star Shoe Co., of Montreal. E. A. Chalk will look after

the interests of the Drummond Shoe in Northwestern Ontario.

Cecil A. Culbert, boot, shoe and gents' furnishing merchant, of South Porcupine, Ont., was re-elected councillor for the Township of Tisdale at the recent contest in that municipality.

The factory of the Regal Shoe Co., of Toronto, is very busy at the present time on regular orders, having work enough ahead to keep all departments going to capacity for several weeks.

In a fire which broke out in the Brown Block, Winnipeg, Udow's shoe and clothing store was damaged to the extent of several thousand dollars. The loss is partly covered by insurance.

J. Jupp, of J. Jupp & Son, shoe retailers, 810 Queen street east, Toronto, who has been in business for many years, has retired, and his son, J. W. Jupp, now has full charge of the store.

It is the intention of the Quebec shoe manufacturers to have fall samples ready for inspection to the trade about the first of March. Some of the manufacturers will have them a little earlier.

A. Brandon, of the Brandon Shoe Co., Brantford, has returned from a business trip to Boston, Brockton and other shoe centres, where he was looking over styles and lasts for the coming season.

E. J. Robertson, for some years on the office staff of the United Shoe Machinery Co., Montreal, passed away

HAS SERVED ON SHOE COMMISSION

E. A. Stephens, shoe retailer, of Ottawa, who has served as a member of the Commission appointed to investigate complaints regarding the boots supplied the first Canadian contingent and present a report to the Government, is widely known to the trade. He has been connected with the shoe business in the Capital city for over a quarter of a century, starting in with his father, A. J. Stephens, who passed away some three years ago. Mr. Stephens was born in Ottawa in 1870, where he attended the public school,



provincial model school, and later, the Collegiate Institute. The Stephens firm has been in existence ever since 1868, and the store is one of the most attractive and best appointed shoe houses in Eastern Ontario. Mr. Stephens is well liked by a large circle of friends, and the house numbers among its customers many hundreds of the oldest and most prosperous residents of the Capital. The other members of the Commission were Lt. Col. Hallick and Theo. Galipeau, Montreal.

recently. He was a young man who was very popular and much esteemed by his associates.

Conditions in the Quebec shoe trade during the past couple of weeks have been for the most part rather quiet. A majority of the manufacturers are hoping for army shoe contracts within the near future.

There has been another rise in the price of larrigans, due to the higher cost of hides. No. 1 grade, which at this time last year were selling at \$24, are now selling at \$28. The last advance was \$2 per dozen.

D. McTavish, who has held an important position in the footwear department of the Robert Simpson Co., Toronto, has been placed in charge of the mail order branch, and has entered upon his new duties.

H. Dallas, jr., Toronto, is spending a few weeks in the Southern States in company with John Abernethy, of D. D. Hawthorne & Co., Toronto. They will visit the East Indies and several other islands on an extended holiday trip.

G. G. Parker, of Parker's, Limited, shoe findings, Montreal, spent a few days last week in Toronto and Western Ontario. He reports business conditions in that part of the country as being considerably improved.

L. R. Creveling, who has been for some time on the selling staff of the Canadian Arrowsmith Manufacturing Co., Limited, Niagara Falls, Ont., has resigned and gone to Chicago, where he will make his home.

John Farewell, of the traveling staff of D. D. Hawthorne & Co., Toronto, has returned from a visit to Winnipeg, where he was the guest of his son, L. D. Farewell, western representative of the Hartt Boot and Shoe Co.

A new factory for the manufacture of leather goods has been established at Chambly Canton by the Chambly Manufacturers, Limited. Two hundred employes will be engaged. The company has a capitalization of \$100,000.

Hon. Geo. A. Clare, M.P. for South Waterloo, died, at his home in Preston, Ont., on December 9th. He was prominently identified with many manufacturing establishments and was president of the Solid Leather Shoe Co., Limited, of Preston.

Max Singer, who conducts a shoe store at 744 St. Catharine street east, Montreal, has taken over the establishment formerly operated by Romayne Bros. and more recently as one of the United Co-operative Stores, at 485 Notre Dame street west.

The factories of the Canadian Consolidated Felt Company, Limited, at Elmira and Berlin, have some large contracts received from the government for supplying saddle felts for the army, which will keep the plants very busy for several weeks.

J. W. Williams, formerly of the Williams Shoe Co., Limited, Brampton, will cover Western Canada during the coming season for the Relindo Shoe Co., of Toronto, while Murray Pirrette will look after Eastern and part of Southern Ontario.

A. E. Hogarth, for some time sample room salesman with Blachford, Davies & Co., Toronto, has taken a position on the road and is covering the territory between Toronto and Belleville, and Norman Gibson now has charge of the sample room.

A. E. Cudmore, who some time ago bought the branch shoe store of J. Brotherton, 750 Broadview avenue, Toronto, has removed the stock to Barrie, Ont., where he has opened a large establishment and will also handle men's and boy's clothing.

C. F. Brigham, late with Getty & Scott, of Galt, and formerly of Massachusetts, has joined the staff of the Cook-Fitzgerald Co., London, and will be in charge of the "costs" department. He has wide experience and is expected to strengthen the organization materially. The Cook-Fitzger-

ald Co. are also making arrangements to cover more widely the Western provinces, outside of the ground looked after by J. G. McDiarmid, by the appointment of additional representatives.

The Sample Shoe Shop, Yonge street, Toronto, is making a contribution direct in favor of the Toronto-York County Patriotic Fund by paying five per cent. on any purchase made at the store and giving a cheque to purchaser in favor of the fund.

M. H. Shibley, who represents Endicott, Johnston & Co., of Endicott, N.Y., in Ontario and the Western Provinces, has also been made representative for C. S. Gibbon Co., manufacturers of women's fine shoes, McKays and welts, Philadelphia, Pa.

Rev. M. L. Pearson, who was for over fifty years in the Methodist ministry, died recently in Toronto, at the residence of his son, Harold W. Pearson, who is a member of the traveling staff of the Toronto warehouse of Ames-Holden-McCreedy, Limited.

The plant, machinery, fixtures, stock, etc., of the Meyers Shoe Co., Montreal, who made an assignment some months ago, are being advertised to be sold by auction, without reserve, on January 19th, by the curator, Gordon W. Scott. The assets are valued at \$16,832.

Fred R. Foley, shoe retailer, of Bowmanville, Ont., has again been elected an alderman in that town. All the old council went in by acclamation. This makes the second year for Mr. Foley as a civic father, and his record has met with the approval of the citizens.

There is a new substitute on the market for sheepskins and glazed kid. The surface is a good imitation of the real product, manufactured from celluloid and some sort of fibre. This combination is backed with a cloth and sells for about half the price per foot of real leather.

The Sample Shoe Shop, of which Dennis Rowan is manager, has taken over the lease of Ye Booterye, 310 Yonge street, Toronto. The new organization will seek incorporation under the title of Sample Shoe Shop, Limited, and a charter has been applied for.

J. A. McLaren, of McLaren & Dallas, Toronto, who has been ill for some time, is making steady progress toward recovery. His duties are being looked after at the warehouse by W. E. Armstrong, who has for many years been on the traveling staff of the firm.

The Toronto warehouse of the Anglo-Canadian Leather Company is very busy working several nights a week. The cut sole department has recently been equipped with two additional, nine-foot beam dyeing out machines. The demand for sole leather is particularly active.

It is learned that an active movement is on foot in Toronto to form an exclusive shoemen's association, which will not be affiliated with any other body. A number of leading retailers have taken the matter up and an organization meeting may be called at an early date.

W. D. Balfour, manager of the Regal Shoe Store, Winnipeg, and George Chambers, manager of the Regal Shoe Store, Toronto, have returned from an extended visit to Boston, New York and other leading shoe centres, where they picked up a number of new ideas on styles.

R. D. Scott has purchased the shoe business of R. Walker Eady, Renfrew, Ont., and taken possession. Mr. Scott was for eighteen years employed with Stewart's Limited, and is a well known athlete, being proficient in baseball and hockey. His many friends will wish him a successful business career.

Jas. C. Bryant, who some time ago joined the Toronto staff of the Kaufman Rubber Co., was recently presented by his old employers, F. J. Weston & Sons, Toronto, with a handsome gold hunting case Waltham watch on which were

engraved the words, "To James C. Bryant in appreciation of nine years' faithful service."

J. G. Murdock, who has been president of the firm of Snedcor & Hathaway Co., Tillsonburg, since they began manufacturing shoes in Canada about two years ago, has resigned and returned to the United States. William C. Collof, who has been superintendent, is now the head of the company, and has associated with him L. Van Geel.

The report by the committee at Ottawa, which was some weeks ago entrusted with the task of investigating the quality of the boots furnished to the soldiers of the first Canadian contingent at Valcartier will, it is said, show that many of the boots supplied to the men were far too light. In some cases, too, the quality of work was found to be not of the best.

It is reported that J. D. Cooper & Sons, manufacturers of leather slipper soles, 49 McCaul street, Toronto, will take charge of the Milton Shoe Co., Limited, Milton, Ont., which was recently reorganized, the citizens of that town recently passing a by-law to grant a loan of fifteen thousand dollars to the company to be repaid with interest in twenty annual installments.

The employees of the Relindo Shoe Co. had a delightful dance and supper during the Christmas holiday season. The festivities were held in the treeing room, and a splendid time was spent. A pleasing feature of the proceedings was the presentation to Wm. Fox, superintendent, of a pearl stick pin and a pair of gold cuff links, accompanied by an appreciative address.

Mr. Bagnall, of Cape Town, South Africa, a former shoe manufacturer in that city, who later went into the jobbing business, which trade was completely demoralized by the Boer War a few years ago, was in Montreal, Toronto and other cities last week on business. He is now representing several leather firms in South Africa and expects that business will be very good during the coming year.

American rubber trade circles are keenly interested in reports that the British authorities in the near future may take action to force or control all the rubber shipments out of Brazil by diverting the steamers to or through Liverpool. Rubber being contraband of war, it is said that the contemplated action by Great Britain is another step in the direction of striking a blow at the important rubber firms in the Brazil field having German affiliations.

C. J. Fitzgerald, of the Cook-Fitzgerald Co., London, was in Toronto last week on business. He reports that the company have been turning out eight hundred pairs a day and are now ready to fill further army contracts. The firm have been highly complimented on their army boots which are on the feet of every officer in the western peninsula. The company have manufactured a great many Strathconas, a long, tight-fitting boot for the officers, made to measure.

The J. G. Grosch Felt Shoe Co., of Milverton, Ont., makers of the famous "Grosch" brand of felt footwear, have just issued a very attractive catalogue. It is printed in colors, the cover design being four-color process printing. A happy school girl is seen carrying home a carton of felt shoes in a snowstorm. The contented child herself is wearing a high bal, with dongola fox and cuff, felt sole and heel. The pleasing picture is aptly termed "Safety First." The new catalogue was printed by the Acton Publishing Co.

John Hanan, shoe manufacturer, of New York, who is in Paris on a business trip, says that the war has created a demand for eighty million Army shoes a year, and the manufacturing capacity of the United States for the special boot for export is nearly 100,000 pairs a day. Mr. Hanan declared that the English boot is the best made, and lasts up to six weeks in the trenches. They cost \$4.00 a pair and upwards. At the outbreak of the war, fine commercial leather

cost twice as much as heavy leather for the Army boot. These conditions have now been changed and the Army boot leather is now twice as expensive as the commercial leather in Europe.

Rod W. Matheson, formerly of Toronto, and more recently manager of the shoe department of the Hudson Bay Co.'s store, Edmonton, has joined the selling staff of Canadian Consolidated Rubber Co., and is now attached to the Edmonton branch. Mr. Matheson's health is such that his physician advised him to seek outdoor employment, and for this reason he decided upon the change. His many friends in the trade will be glad to hear that he is getting along splendidly.

The American British-Canadian Distributors of Toronto, have been selling representatives for Canada for the

POPULAR FINDINGS TRAVELER

The accompanying photo is one of G. G. Parker, of Parker's Limited, shoe findings, Montreal, who is favorably known to Canadian shoe manufacturers, especially in Montreal and Ontario, which district he covers in the interest of his firm.

Mr. Parker has been in the shoe business for the past twenty-five years and has in this time seen it from all angles. He was employed by various companies in both the United States and Canada, including the Sewing Machine Supply Co., of Boston, up till 1909, when he formed a partnership with his brother, H. C. Parker, the company being



known up to the past few months as the Dominion Supply Co., and latterly as Parker's Limited, dealing in wholesale findings and shoe supplies.

H. C. Parker, Mr. Parker's brother, is also well known in Canadian shoe circles. He has held several important positions in Canadian factories, among them being superintendent for a period of four years of the Jas. McCready Co. before it was amalgamated with Ames-Holden-McCready, Limited. He was also superintendent of the Ames-Holden Co. factory previous to his engagement with the old McCready Co. At the present time he covers the Maritime Provinces and Quebec in the interests of the firm in which he is partner. Both brothers have numerous warm friends and report that the outlook in their business for the coming year is promising and that the present season has opened up well.

Aylmer Shoe Co., of Aylmer, Ont., makers of men's welts. This line will be handled in addition to the other lines controlled by the distributors. H. A. Beatty will supervise the sales in Western Ontario and the leading cities of the province. A. Winn will cover Northern and Eastern Ontario, A. S. Many, Quebec and the east, and the Western Provinces will be attended to by R. B. Chalue, of Toronto.

Clark Bros., St. Stephen, N.B., now have their factory fully operating in every department. They made this week their first shipment of new goods which turned out splendidly. The new factory of the company is an ideal one in regard to light, ventilation and working facilities. James F. Clark, sales manager, is now on his way to Vancouver with a full line of up-to-date samples and will call on the wholesale trade on his return trip. The new samples are smart, stylish and representative in every respect.

E. W. Smith, shoe retailer, of St. Catharines, has not only been conducting a campaign in favor of Canada-made goods, but he goes even further, and makes his service extend to Lincoln county-made goods. During the last few days he has had a display in his window of rubber in its various forms, from the crude state to finished footwear. Mr. Smith is also displaying a number of rubber boots and shoes manufactured by the Independent Rubber Company, of Merritton. The exhibit is attracting a great deal of attention.

The American Last Makers' Association is reported to have had one meeting in New York and another planned is for Boston. The Association is made up of representative last manufacturers in the United States, and it is said that its object is to correct evils that are likely to spring up in the last business, and have similar functions in the last business to the National Boot and Shoe Manufacturers' Association in the shoe business. The last manufacturers as a rule have been fraternally inclined and have had friendly meetings.

An attractive and inviting folder has been issued by the Elmira Felt Co., Limited, makers of "Kim-Felt Kumfys" and house shoe specialties. The models are shown in various beautiful colors and have every air of cosiness, comfort and rest, being made from the finest warm wool felt, with padded chrome cushion soles. They are very dainty and stylish in appearance and come in many delicate shades, such as pink, light blue, ox-blood, Austrian blue, lavender, gray, pistachio green, etc. The factories of the company are located in Berlin and Elmira.

The John Palmer Co., Limited, of Fredericton, N.B., are once more distributing to the trade a neat booklet which is liberally illustrated with various lines of the "Moose Head Brand" and "Genuine Palmers" in oil tanned waterproof shoe packs, moccasins, larrigans and sporting boots. These goods have been on the market for thirty-eight years and have won a recognized reputation for wear and worth from coast to coast. The firm tan all their own leather, which is specially imported and for high-class workmanship, durability and superiority of leather the oil tans of the company enjoy an ever widening market and appreciation.

Solid fibre board boxes for shipping footwear are coming more and more into general use as they thoroughly protect the goods in transportation, preventing pilfering, and are light, collapsible, puncture proof and water proof. The Hinde & Dauch Paper Co., Limited, of Toronto, are now making a specialty of these fibre board containers, which are less expensive than wooden cases and better in many other ways. They take up but little space for storage and where used by wholesalers, manufacturers and others, are giving every satisfaction and splendid service. These goods are all made in Canada by the Hinde & Dauch Co., who possess every facility for turning them out in large numbers.

The firm will be pleased to send samples and quotations to any one sending inside dimensions of boxes required.

Alfred Willis, shoe retailer, of Cobourg, Ont., and Mrs. Willis, celebrated the anniversary of their diamond wedding last week, and were the recipients of numerous congratulations. The venerable couple were married at Perrytown, Ont., sixty years ago and are now among the most esteemed residents of Cobourg, where Mr. Willis has been in business many years. He was born at Wedmore, Somersetshire, England, and came to Canada with his parents when a lad of fourteen. Notwithstanding his eighty years he is found at his store daily attending to business, and his friends trust that he with his life-long partner, may see many more years of happiness and prosperity.

A recent despatch from Washington says: "The British embargo on rubber, although still under certain restrictions, was practically lifted. The partial lifting of the embargo, announced in a statement by the British embassy, is regarded as an important concession to American rubber manufacturers, although it is thought that further concessions may result from the shipping protest. Guarantees, with bonds in cases of large shipments, will be demanded of American rubber exporters to prevent exportation to Europe except through the United Kingdom. Large shipments of crude rubber must be bonded by American agents in London. Other guarantees must be filed through the British Consul-General at New York."

C. G. Gendron, of the Gendron-Penetang Shoe Pack Manufacturing Co., which concern is widely known in the trade, last week received a cablegram from the 16th Battalion, Canadians, at Larkhill, England, asking him to express immediately five pairs of long shoe packs, size ten, six nines, six eights and one twelve. Mr. Gendron immediately complied with the request. It is reported that many of the men at the front are ordering shoe packs, which are most suitable for the kind of weather they have to endure at present, and stand the strain to which footwear is subject in snow, slush and mud. W. C. Myers, of Toronto, the widely known shoe traveler, is looking after Mr. Gendron's interests in connection with militia orders with the second contingent, and the prospects are that a large business will be done with the members.

At the recent municipal elections in Chatham, Ont., Charles E. Clements, shoe dealer, was elected alderman of that city. More than that, Mr. Clements was a candidate for the first time and had the distinction, rare for a new man, of heading the poll, in competition with a number of experienced candidates. Though one of the city's youngest and newest business men, Mr. Clements has been for many years associated with the footwear trade, and has won enviable position in business, social and fraternal life. In the striking of the committee slate for 1915, he was given the chairmanship of the board of works, one of the most important chairmanships and one probably never before given to a man without previous municipal experience. It is a curious coincidence that in this post Mr. Clements succeeded another shoe dealer, Ald. George W. Cowan, who served last year but did not seek re-election for 1915.

The Blachford Shoe Manufacturing Co., Limited, Toronto, are now turning out a splendid line of samples for the trade for the coming season. Mr. George A. Blachford, who has returned from an extended tour of the leading shoe centres across the line, has picked up the very latest style pointers which are being embodied in the new models. He reports that the coming season will undoubtedly be a cloth season in women's fine footwear, with plain cloths mostly favored in black and colors, leading colors being chiefly gray and fawn, with the new Palm Beach sand, and nigger brown in the very forefront. The samples will include the

new effects in cloths and in the military button and lace boot. Among the new lasts will be the narrow recede toe effect with the vamp shortened, while the stage last bids fair to be decidedly popular. The new models of this enterprising firm will be right up to the minute in style, fit and material, with the elimination of all freaks or millinery effects.

A recent despatch from Boston, says: "It is understood that business of the United Shoe Machinery Co. in Great Britain, following a drop to about 70 per cent. of normal just after the outbreak of the war, has made very substantial recovery during the past couple of months and is now larger than ever. Just how long this condition will prevail is uncertain, as the present rush is due to very large orders for army shoes which English manufacturers have received from England and France. This has resulted in a record production of shoes in the British Isles. United Shoe has naturally been a direct beneficiary of this activity. Meanwhile its continental factories continue to run at reduced capacity. At Beverly there is no appreciable change in conditions, and operations are far below normal. The shoe business, except where war orders have been received, is very quiet, and added to this United Shoe's business is still held in check because of the delay in getting a decision in the dissolution suit."

A Ministerial and Departmental Committee met recently to consider patterns for boots for the second contingent. The new boot will combine the best features of both the British and French army patterns, and is expected to make an ideal service boot. A sub-committee, with Mr. George A. Slater as technical adviser, will go over the patterns in more detail and report to the committee next week. While the new boot will give better wear than the old, it will cost more, the opinion of military men being that the boots given to the first contingent were satisfactory in view of the price paid and the use for which they were designed. They were boots of a pattern used in the militia here for some years, and it is pointed out that they lasted through the training work at Valcartier before undergoing the hard usage in the wet mud on Salisbury Plain. It is expected that the investigating board recently appointed will report along the above line. Two sets of boots, both light and heavy, may be supplied to the second contingent.

A report by the committee which was some weeks ago entrusted with the task of investigating the quality of the boots furnished to the soldiers of the first Canadian Contingent at Valcartier has been presented to the Militia Department, Ottawa. It is signed by Lieut.Col. Hallick and Messrs. E. A. Stephens, retailer, of Ottawa, and Theo. Galipeau, wholesale shoes, Montreal. The report goes to General Hughes for consideration and will probably be considered at a meeting of the Militia Council. It is understood unofficially, however, that the report finds that many of the boots supplied to the men were far too light to stand the wear to which they were subjected. In some cases, too, it is learned that the quality of work was found to be not of the best, but to have been to some extent excused by the fact that the contractors were called upon to do their work in a hurry. As a result of the inquiry recently held into the character of the shoes made for the first contingent, it is reported that it has been decided to adopt the English type of shoe in all future orders. This is a heavier shoe, in which wire nails are used. The shoes for the first contingent were found to be well enough made for the most part and allowance is made for the necessary haste in manufacture and the unexpectedly severe conditions for wear at Salisbury Plain.

IMPORTS OF LEATHER AND SHOES

In a recent Weekly Report issued by the Trade and Commerce Department, Ottawa, a full list of the principal articles imported into Canada for consumption from the United States, for the last fiscal year ending March 31st, 1914, is given. In the items of leather and shoes the following figures are furnished:—

Leather and manufactures of—	
Belting leather of all kinds.....	21,528
Calf, kid or goat, lamb and sheep skins, tanned..	80,813
Calf, kid or goat, lamb and sheep skins, dressed, waxed or glazed	458,622
Glove leather, tanned or dressed, colored or uncolored, for use in the manufacture of gloves	638,939
Harness leather	9,073
Japanned, patent or enamelled leather and Morocco leather, and leather in imitation of Morocco leather	32,217
Skins for Morocco leather, tanned but not further manufactured	14,996
Sole leather	31,537
Tanners' scrap leather	12,849
Upper leather, not dressed, waxed or glazed...	23,801
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	370,633
Other leather and skins, n.o.p	133,196
Other leather dressed, waxed or glazed, etc., n.o.p.	320,040
Manufactures of leather—	
Belting	122,256
Boots and shoes, slippers and insoles of leather, n.o.p.	3,616,112
Boots and shoes, pegged or wire fastened, with unstitched soles, close edged.....	36,550
Harness and saddlery, including horse boots...	109,559
Other manufactures of leather and raw hide, n.o.p.	614,386
Total leather and manufactures of....\$6,647,202	

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents. Cash must accompany all orders.

TRAVELER WANTS POSITION IN RETAIL STORE, managing or buying; one doing better trade preferred. Held similar position for five years previous to traveling for three years. Am married; aged 26 years, and considered very successful. Box 94, SHOE AND LEATHER JOURNAL.

FACTORY TO LET—In Levis, near Quebec, building 2,200 feet flooring, 4 stories, with electrical wiring for light and power, shafts, hoist, steam heating apparatus, transportation facilities at the door, no taxes and ample skilled help on hand. Address, C. Blouin, St. George street, Levis, Que.

SHOEMEN, do you need a progressive young tradesman in your business? Ten years' practical experience and working knowledge of the shoe trades. Manage store, shoe department or repair shop. Good salesman. A position of responsibility in wholesale or retail trades. The best of references. Correspondence solicited. Box 361, North Battleford, Sask.

PRESENTATIONS TO MILITARY SHOEMEN

Members of the eastern division of the Canadian Consolidated Rubber Co. recently honored the divisional manager, Lieut.-Col. A. E. Massie, of St. John, N.B., by presenting him, in honor of his pending departure for foreign service as officer commanding the Canadian Divisional Train, with a handsome set of binoculars, neatly engraved, in a leather case. He was taken greatly by surprise but made a few feeling and appropriate remarks. The presentation was made by Walter R. Stewart in behalf of the members of the divisional staffs and took place in the office of the company in King street, St. John. It was accompanied by an address which made glowing reference to the esteem in which the genial officer is held by his associates, and wished him success in the service of his King and country, besides extending the most sincere hope of his safe return. Col. Massie made a remembrance, personally, to each member of his staff.

On a little silver mounting inside the casing of the field glasses was inscribed, "To Lieut.-Col. A. E. Massie, from the staff of the Dominion Rubber System, St. John Division."

At the same time that the presentation to Col. Massie was made H. R. Nixon, on behalf of those assembled, presented to two other members of the local staff, who are going to the front, bugler William Bridges and private Leslie McLellan, handsome military wrist watches, suitably engraved. These lads have joined the Army Service Corps for duty abroad. When the presentations had been made the whole body gave three rousing cheers for Col. Massie and the others.

Lieut. A. Gordon Rainnie, manager of the J. K. MacLaren Co., manufacturers of leather belting, etc., St. John, N.B., was presented recently by fellow members of Albion Lodge, A.F. and A.M., of which he has been Worshipful Master for some time, with a military wrist watch. The presentation was accompanied by an address expressing the best wishes of the members to their brother who is going abroad with the Army Service Corps, No. 5 Company.

GOOD OUTLOOK FOR FINDINGS

An interesting meeting of the heads of the shoe findings department of the Great West Saddlery Co., was held in Edmonton during the week between Christmas and New Year. The principal item under consideration was that of



The Reliance Shoe Co., of Toronto, who specialize in boys' shoes, have recently put on the market a boy's military shoe, in both black and tan, made of winter calf, unlined, plain toe, waterproof sole, Standard screw, brass eyelets, no hooks. The shoe comes from 1 to 5½ in size, and is meeting with a ready sale.

getting out a joint price list for all the western provinces for this year, so as to enable the company to have one uniform price, as far as possible. It was also decided to have special stationery prepared for the shoe findings department, in the way of letter heads, envelopes, invoices, etc. This will be done to bring out forcibly the idea to the merchants, repairers, etc., that the Great West Saddlery Co. are specialists in findings and do not merely carry these goods as a side line. The special stationery for this department, will also include the glove and mitten branches, as the firm are going out after this business strong this year. Among those present at the conference, were: F. W. Eastwood, manager of the findings branch, Calgary; D. Hutchings, manager of the findings branch, Regina; and G. Campbell, manager of the findings branch, Edmonton. The company have also a findings branch at Saskatoon, as well as another at their head office in Winnipeg. An optimistic tone pervades throughout, as business has kept up exceptionally well in the findings line. The company report that while leathers and imported goods are getting high in price, yet they feel that there will be no drop off in their trade this year, and are preparing for a larger season than ever. Speaking of the outlook for 1915, one of the leading managers said:

"We do not think that possibly we will do so well in the larger centres, in view of the fact that a great many of the working class have left for the rural districts and for the war zone. But we do look to the country places to supplant all that may be lost in the city, for the reason that the "back to the land movement" is going to increase the rural population and the farmers are getting more for their products, thereby making money freer and making business generally better."

SENSELESS CUTTING ON NEW LINES

"I believe in legitimate sales and honest advertising," writes a retailer in a western city who sends an elaborate announcement of a large firm which speaks of its "semi-annual sale being in full blast." Among the reductions noted are "ladies' patent lace boots with fawn and grey tops, the very smartest and latest creations," which are priced at "seven dollars" and are being "cleared at \$4.95." The writer observes, "what is the sense or object of slashing prices of new and up-to-the-minute goods such as colored top, lace shoes. Is there any use in trying to conduct a campaign against false advertising when such statements are boldly made. If the observations regarding these particular goods are correct what is the use of cutting prices on this range of footwear, which is just being introduced in the leading shops. Many so called leading and exclusive establishments attach blame to the 'little fellows' for ruining or undermining trade conditions, but before they shout they should remove the beam that exists in their own eye."

"THOSE ARMY SHOES"

Editor SHOE AND LEATHER JOURNAL:—

Evidence appears to be fast accumulating that the shoes served out for the first Canadian Contingent were too light in material, soles improperly put on for active service wear, and that they were served out and used too soon after being made, not having had time to dry out and season properly. When will the Militia Department get wise and adopt the heavier shoe, and have it properly fastened with the Standard Screw process?

All heavy Goodyear welted boots are reinforced with the Standard Screw machine—therefore if the Standard Screw is used for reinforcement it must be stronger than the Goodyear welt.

Yours truly,

"SCRUTINEER."

QUEBEC



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

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:
Limouilou, Que.

LIVELY BRIEFS FROM OLD QUEBEC

Fidele Blouin reports a great demand for his Made-in-Canada counters.

J. E. Warrington, of the John Ritchie Company, has returned from his trip to Montreal, Toronto and other western points.

C. M. Iredale, of the Canada Last Co., Toronto, was a recent visitor to Quebec. He is a strong booster for the Quebec hockey team.

Many friends of Mr. Hodgkins, of the Dominion Last Co., are glad to see him getting around again after his recent operation for appendicitis.

J. M. Stobo is showing some particularly nice common sense lasts, which look as if they would give the maximum wear. He ought to do good business in the new lines.

Lucien Borne reports being quite busy, with skins very hard but not impossible to obtain if the price is paid. He says that the war has chased him from one centre to another, until he has been almost around the world in search of skins.

Fred Marois has his hands full these days, looking after arrangements for the removal of the Tourigny-Marois plant to the splendid new factory. Fred is kept busy explaining why he employed such unique architecture in the layout of the new building.

Already the manufacturers are preparing to receive the jobbers on their annual visit of inspection of fall samples. Satisfactory orders are anticipated, as retailers throughout the country have been doing more business with jobbers than usual during the past six months, and in consequence have depleted the stocks of the wholesalers.

A recent visitor to Quebec has a good joke on himself through the difficulty he had in locating the "Shadow Hotel." He had been advised to stay at the Chateau, and, owing to the similarity in the pronunciation of the two words, and

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.



"Made-in-Canada"

F. BLOUIN, REG.
CORNER OF COLOMB AND NELSON STREETS : QUEBEC

his unfamiliarity with the French language, he insisted on being driven to the "Shadow Hotel," until his cabby was nearly distracted. Finally he reached the right hostelry through the driver putting two and two together.

Considerable interest is being displayed in Quebec in the boot situation in Paris. It is well known that there are over fifty shoemen in Paris, each and every one anxious to do business with the French Army authorities, but there is so much red tape that it is difficult to get actual orders. John Perkins, who is representing the Quebec manufacturers, has been in constant touch with his fellow makers of shoes, in Quebec, cablegrams passing back and forth between him and the association weekly and sometimes daily. Keen competition is shown by American manufacturers, some of whom have received large orders, and at prices which would not begin to give the average shoe factory its manufacturing cost. It is expected that Mr. Perkins will be successful in landing a good order in the near future.

RETAIL SHOE BUSINESS FOR SALE

that produced 43% gross profits in 1914, which everyone knows was a bad year for business.

Here's a chance for a live wire to step into an established business, 35 years in the present store. Located on the main business street, in the best business block in the City of Windsor, Ont.

Store is 23 x 130 feet, has modern front and show windows. Lease for 16 months, with prospect of renewal, or landlord will consider taking rear of store, relieving buyer of part of rent.

SOME FACTS:

Stocks on hand January 1st, 1915

Shoes, Rubbers, etc.	- - - - -	\$8,657.63
Men's Furnishings	- - - - -	4,180.60
Hats and Caps	- - - - -	800.79
Trunks and Bags, etc.	- - - - -	125.19
Fixtures and Furniture	- - - - -	600.00
Total Stock on hand	- - - - -	<u>14,364.21</u>
Gross Sales 1914,		\$27,241.46
Gross profit 43%—		better than most merchants got in 1914

Windsor is pleasantly situated on the finest waterway in America. Windsor's Schools are of the highest class, streets are well paved and sewerage, Hydro Electric for lighting, Natural Gas for power, etc. Population over 25,000, suburbs 10,000 more.

Windsor boasts a new factory established every month.

There are only three other large shoe stores, and prospects were never brighter.

Reason For Selling.—Senior partner retiring on account of age; junior partner has other business interests.

The stocks are well assorted, a man could step right in and continue the business without having to buy a lot more goods.

Will sell shoe stock separately, if desired, at a rate on the dollar, or will consider a specific offer of a lump sum. **Terms to suit purchaser** if security is satisfactory.

Notice.—We will consider no other proposition than a sale, the business is to be wound up and the partnership dissolved.

For further particulars apply to owners:

J. S. EDGAR & SON, 25 Sandwich St. W., WINDSOR, Ont.

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.

—
Send for Samples

We buy all Offal for cash.

Independent Box Toe Co., 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.

—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.


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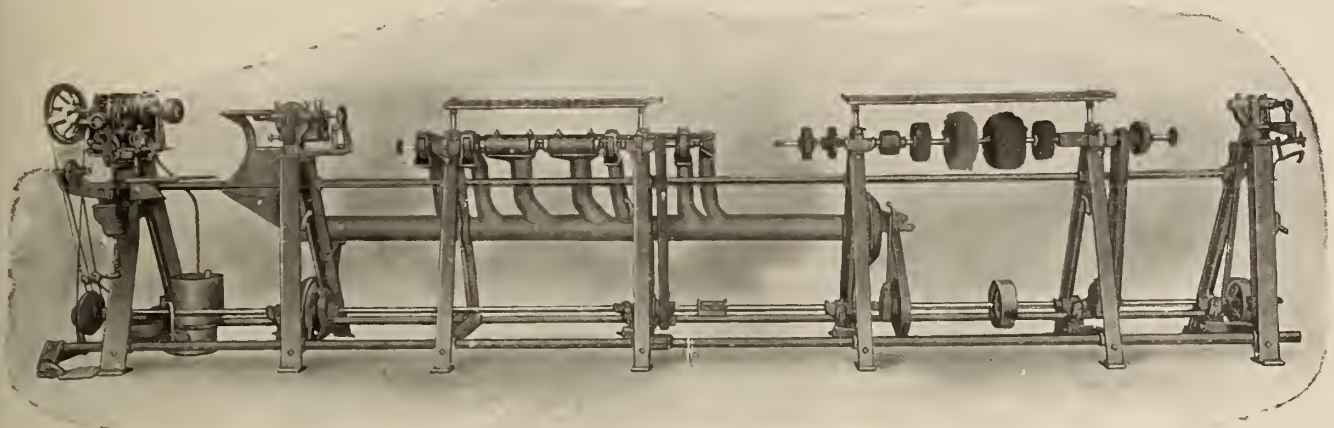
The Quaker Shoe Co.
Makers of
Men's, Boys', Youths' and
Little Gents' Medium
and Staple Lines

DUCLOS & PAYAN
Manufacturers of CHROME SIDE LEATHER
 Box Sides
 Velours
 Matt and Waterproof Sides
 Chrome Sole
Factory and Office, Store, 224 Lemoine St.
ST. HYACINTHE. MONTREAL

J. E. DUPRE A. BAILLARGEON
THE MONTREAL BOX TOE CO.
 ESTABLISHED 1904
 MANUFACTURERS OF HIGH GRADE
Box Toes and Heels
 OF ALL KINDS
 321 AIRD AVE.
 MAISONNEUVE - - - MONTREAL

 **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

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



JAMES F. CLARK, TREASURER

Marshall Field Said

that the traveling representative of a business house was an "Ambassador of Commerce." It may be that you think the title a bit "high-falutin'." Perhaps it is; but our "Ambassador" is our Mr. James F. Clark, and we just wish to intimate that he will soon be calling on the wholesale shoe trade.

Mr. Jobber, please note

that we have prepared an exceptionally attractive range of women's high class mock welts. We are confident that our range is as fine and representative a collection as has ever been offered for your consideration. You will be struck with their superiority in style, fit, workmanship and finish.

Special Notice

We wish to emphasize particularly that we use only the best oak sole leather, as well as oak inner soles and oak counters, while for topping, full-grained matt calf is used exclusively.

*Good fitting and attractive shoes
for women at a moderate price.*



JOHN F. CLARK, PRESIDENT

CLARK BROS., LIMITED
ST. STEPHEN, N.B.

Founded 1888

TORONTO

February 1, 1915

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Features in This Edition

Never Afford Your Customer An
Opportunity To Say No

What War Has Shown in the Wear
and Make of Army Shoes

Some Pertinent Pointers on Proper
Way to Serve Patrons

How to Increase Repair Trade by
Going Out After the Work

Is Credit Too Easily Secured From
Some Wholesale Houses

ACTON PUBLISHING CO LIMITED
TORONTO MONTREAL



Are You Profiting by Our IN-STOCK Sorting Service?

Our immense In-Stock Department is at the service of every shoe retailer throughout Canada. It is exceedingly well equipped to give prompt and satisfactory service.

Write your wants to the In-Stock Department of the nearest branch to you and you will be surprised how quickly they will be filled.

By means of such up-to-date service you can increase your turn-over with a minimum amount of capital invested—a feature very much to be desired in these times of depression when capital is so hard to secure.

Canada's Largest IN-STOCK Shoe House

Ames - Holden - McCready Limited

MONTREAL

ST. JOHN
EDMONTON

TORONTO
VANCOUVER

WINNIPEG

Turn Prestige to Your Profit

Sell Elmira Felt Shoes



When a line of shoes has been steadily acquiring a reputation for sound quality during a period of years, it is a factor that no shoe dealer can afford to ignore.

And that is the case with ELMIRA FELT SHOES. Every dealer who stocks ELMIRAS has the sales-making advantage of the ELMIRA reputation. This means greater sales, with less effort and the most positive assurance that every customer will be satisfied.

A Felt Shoe for every purpose in the great Elmira Line

The ELMIRA is not only the best but the most complete line, as a glance through your jobbers' samples or our illustrated catalogue will show.

Ask your jobber for ELMIRA FELT SHOES.

For the House

KIM-FELT

'KUMFYS'

Are the Ideal Slippers

Comfortable, Cozy and Restful for the tired, weary feet.

Made from the finest warm Wool Felt with soft Padded Chrome Cushion Soles.

Every retailer will want Kim-Felt Kumfys for Christmas Trade.

See them in samples of all the best Jobbers.

The Elmira Felt Co., Limited, Berlin, Ont.



Stock These Famous Brands During 1915

Doctors
 ANTI-SEPTIC SHOE
 PAT 1906 1909 NON PERSPIRO

Made-In-Canada

You do not need to experiment with shoes of unknown quality and sales value when you are assured of a satisfactory and ever-increasing volume of business through the sales of the famous "DOCTOR'S" and "PROFESSOR" brands.

Both the "DOCTOR'S" and the "PROFESSOR" 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, P.Q.

THE Professor

PAT. N^o. 119409
 +
 GOLD CROSS SHOE

Made-In-Canada



ROOTS SHOES AND RUBBERS

AT YOUR SERVICE

In times of stress or of progress you will find this old, reliable firm, this immense warehouse, always at your service.

It stands ready to supply your smallest want as well as your largest order, and the men who go to make up its personnel are imbued with the same ideas of service as the founder—James Robinson.

Never hesitate to entrust your wants to us for attention. You can count upon the same measure of attention as would be given to our own.

How about **RUBBERS**? Should you sort up to-day?

ROOTS 184 JAMES ROBINSON 185 SHOES
MONTREAL



MINER Service Is Unsurpassed



THUS when you buy MINER rubbers you not only get the very highest quality and workmanship in rubber footwear, but you also have the assurance that your future sorting wants will be promptly and courteously attended to.



Have you tried out MINER service yet?

If not, send an order to our nearest selling agent to-day, who, from stock, will make shipment at once.

The Miner Rubber Company, Limited

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MONTREAL

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- 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**



“OSTEND” MODEL

- ☞ This is the proper shoe for the woman who is fond of walking in comfort, and yet who demands style as well as ease in her footwear.
- ☞ Made with all the care, both in choosing materials and in workmanship, that characterizes every Dr. A. REED Cushion Shoe.

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.”

Kant Krack

Dainty Mode

Independent Rubber Footwear Wins Out On Its Merits

To build a permanent business you want goods of sound quality. And that is what you get when you buy any **INDEPENDENT RUBBER FOOTWEAR**.

Our constant endeavor is to supply the shoe dealers of Canada with a line of rubber footwear that embraces all that is newest in style, faultlessly made from perfect materials.

The following high class shoe jobbers sell the **INDEPENDENT LINES** and will be glad to show you the full range at any time.

Independent Jobbers

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.

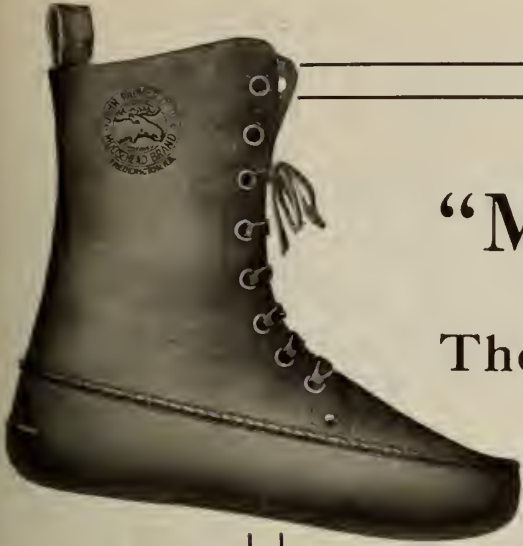


The
**Independent
Rubber Co.**

Limited

Merritton Ontario





“Moose Head Brand”

Stands for
The Very Highest Reputation

That it is possible to secure for Oil Tanned Shoe Packs,
Larrigans, Sporting Boots and Summer Packs

These goods are sold and distributed by the leading jobbers
of footwear throughout the Dominion. You owe it to your-
self to see our samples and prices for 1915 before ordering.



John Palmer Company Limited
FREDERICTON N.B.

The Largest and Oldest Manufacturers of Oil Tanned Waterproof
Footwear in Canada

PACKARD'S NEW LINES OF SHOE POLISHES

“MADE IN CANADA



“IT” BOOT POLISH

In tins to retail at 10c.—Put
up in Black and Russet—Is
thoroughly waterproof—Gives
a brilliant lasting shine.

ONLY THE
HIGHEST QUALITY
RAW MATERIALS
USED

MADE BY
SKILLED CANADIAN
WORKMEN FOR
CANADIANS



No. 5 WHITE “O”

In zinc boxes, retails at 10c.—
Unsurpassed for cleaning
white canvas shoes, belts, hel-
mets, Etc.—Does Not contain
acid.

L. H. PACKARD & CO. LIMITED, MONTREAL

Manufacturers of SHOE BLACKINGS, SHOE POLISHES, ETC.



No. 103—Men's Felt High Cut Blucher, Vamp Lined, Two Buckles and Lace, Felt Sole and Heel

Wear, Warmth and Comfort

are the leading characteristics of COLDPROOF FELTS. And the range includes an extensive variety of styles for Men, Women and Children, for both indoor and outdoor wear.

We are not in any trust. Our goods are sold the retail trade through reliable independent jobbers. Write us if your jobber cannot supply you and we will at once mail you the name of a jobber who can do so.

For
Men, Women and Children

who come into your store for felt shoes, you can show no line so certain to sell and satisfy as The Great West Felt Company's

“Coldproof” Felts

The quality of each pair is positively guaranteed by our name stamped on the soles.

We make our own Felt with machinery the invention of our own experts, assuring the high degree of efficiency and economy necessary in the production of such exceptional values as we offer.



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**.



Catalog on Request

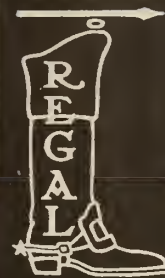
No. 168—Men's Felt Blucher, Chrome, Foxed and Toe Cap, Leather Facing and Back Strap, Vamp Lined, Elk and Felt Sole and Rubber Heel.

The Great West Felt Co.

ELMIRA LIMITED ONT.



REGAL SHOES



35 Regal Styles

ALWAYS IN
STOCK



CANADIAN STYLE 1515
Black Calf Blucher
Costs \$3.50

Also in Patent Leather and Button Style in
Black Calf.

If there does not happen to be a REGAL SHOE SHOP in your locality, it would pay you to write us concerning the exclusive local selling rights.

Wherever there is a demand for high class shoes, the REGAL LINE is sure of success.

Regal Shoes are Made-in-Canada

The shapes and patterns are, however, identical with those sold in the 18 REGAL SHOE STORES in New York.

So that in REGAL SHOES, you get the very smartest of the world's shoe styles and at the same time, a thoroughly Canadian line.

Regal Shoe Co., Limited

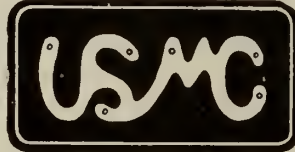
102 Atlantic Avenue

Toronto, Ont.

Shoe Machinery

For Every Department
FROM
Lasting to Finishing

TRADE



MARK

GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL-C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring, and Finishing Machines, Loose Nailing and Slugging Machines, Cementing, Buffing and Skiving Machines, Gem Insole Machines, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

UNITED SHOE MACHINERY CO. OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec

WESTON'S SHOES

"Best to Wear"



- ¶ The Diamond is never out of Style, and can be worn on most occasions with perfect taste.
- ¶ The Diamond is extremely durable, extremely brilliant, and of wonderful intrinsic value.
- ¶ These qualities are found also in the Diamond Shoe. Send us a line—we will show you.
- ¶ At this moment our rhymster, young and enthusiastic, shed the following:—

Build your business on a rock—DO IT NOW
 Keep the DIAMOND Shoe in stock—DO IT NOW
 Diamond Shoes are hard to beat,
 Please the eye, and fit the feet,
 Put you right on "EASY STREET"—DO IT NOW

Will you take some good advice,—DO IT NOW
 "CANADIAN GIRLS" are pretty and nice,—

"Wait," we shouted, "your sentiment is all right but your metre is all wrong. You have put too many feet in that line."

"I know," said the poet, "it contains more truth than poetry, but, after all, there can't be too many feet if wearing the Canadian Girl Shoes, then, notice how I have developed the 'Maid in Canada' idea—Do you get me?"

We got him.

For Ladies

Diamond Shoe
 Queen City Shoe

For Misses and Children

Canadian Girl

"CANADIAN GIRL"

Cloth Top, Button, Patent $\frac{3}{4}$ Fox
 Saska Last, M.S. Pat. Tip

No. 77	Grow. Girls 2½—6	Price	\$2.15
No. 177	Misses 11—2-	"	1.80
No. 277	8—10½ - -	"	1.50
No. 377	5—7½ - -	"	1.25
No. 477	5—7½, Plain Toe, Turn Spg. H.		
	Nature Last - -	"	1.10
No. 577	2—4¼ do.	"	.90

Weston Shoe Co., Limited
 Campbellford Ont.

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM



Davis Leather Co., Limited
NEWMARKET ONTARIO



The
“EVERYDAY”
 Shoe

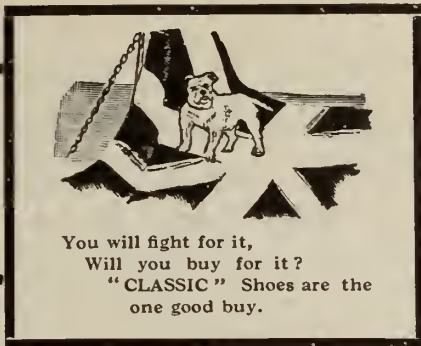
An all-the-year-round Good Seller.

Nothing temporary about the EVERYDAY shoe. As its name implies, it is built to stand the wear and to keep its good looks under everyday usage. Solid leather all the way through with every detail of workmanship perfectly done. No skimping anywhere in make or material.

Stock the EVERYDAY line and you will hold your own against all competition.

T. Sisman Shoe Company Limited
 Aurora -:- Ontario

CLASSIC
MADE IN



SHOES
CANADA

Sell Canadian-Made Shoes

All things being equal it is up to every Canadian Merchant to push Canadian-made products

And you don't need to cross the border to get the best value in women's and children's shoes. They are made right here in Galt. Their name is

"Classic" Shoes

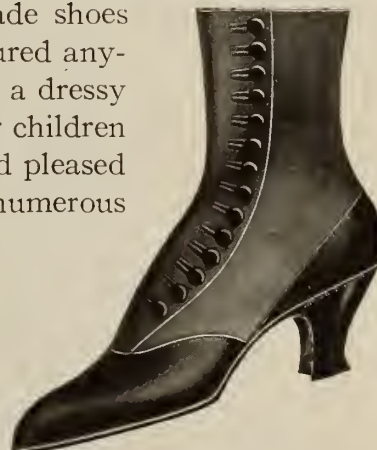
For Women and Children



Welts - - - \$3.00 to \$3.50
McKays - - - \$2.25 to \$2.65

Neater, smarter or better-made shoes for the money cannot be secured anywhere. The women who like a dressy shoe for themselves and their children are invariably attracted to and pleased by one or another of the numerous "Classic" lasts.

There is a "Classic" style that will meet the needs of every woman and child in Canada. Why push foreign goods when "Classic" All-Canadian shoes are available?



Welts - - - \$3.00 to \$3.50
McKays - - - \$2.25 to \$2.65

"THE NEATEST SHOES IN SHOEDOM"
THE SHOE THAT IS SUPPLANTING FOREIGN FOOTWEAR

Getty & Scott, Limited
Galt - Ontario



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



KEEP THE DOLLAR AT HOME

"COMFY" SLIPPERS

are now

Made In Canada

and are called

KIM-FELT "KUMFYS"

Your stock of Footwear is
not complete without them



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

Published Twice a Month

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TORONTO, FEBRUARY 1, 1915

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Advance
Foreign Subscription, \$2.00

Never Give Your Customer Opportunity to Say "No"

This is One of the Strongest Points in Salesmanship—Give the Other Party Who is Disposed to Talk a Chance—How to Meet the Remark "Oh, I Can Get the Same Thing Cheaper Elsewhere"—Use Your Own Selling Argument

"You cannot teach an old dog new tricks, so it is said, but the dog that will not try to learn a trick is generally beyond usefulness, and is soon conveyed to the discard. This is another way of saying 'It is never too late to learn.'

"As a salesman of many years' experience in shoes, I do not claim to be a record breaker or a top notcher, but naturally, in the course of my career, I have picked up a few pointers," remarked a well-known Canadian shoe traveler, the other day, "and if these ideas are of any benefit to the selling force in a retail store or on the road, I take much pleasure in passing them on. My remarks are intended particularly for young salesmen, especially chaps who make their first trip on the road. I ran across one the other day, who was just starting out with high hope and laudable ambition. He came in to see me, and I extended my hand, wishing him every success.

Never Let On You Are Green

"Now," I remarked, 'wherever you go, do not let them know you are a new man, or that this is your initial trip, or you will get turned down every time. Let on that you have had considerable experience in selling, and tell your customers that you are taking Jones' route, he having left the firm or been transferred to another territory. This will convey the impression that you have been on some other ground, and you will follow naturally in the footsteps of your predecessor. If customers of the house thought a new man was on the road, some would have lots of fun joshing him, asking all manner of difficult questions, or turning him down peremptorily.'

"Another piece of advice I would give is, 'Do not be too talkative or consequential; give the other man a chance to have his say, and if you find he is inclined to converse freely, why, prove yourself a good listener, for you can get very much closer to your customer by affording him an attentive hearing, than you can by trying to interject your own views every now and then. Ask a question once in a while to show that you are intelligently following the narrative or views of the retailer, and when you find that he has had his say, and is not inclined to prolong the discussion, why then, take your departure—if you have concluded your business.

"Of course, no man ever wants goods when you go in to see him, unless he thinks there is going to be a shortage in that particular line, or that the price is going to ascend. Then he is exceptionally anxious to place orders and have

deliveries at once. But in ordinary times he is not at all eager about the matter or even willing to admit that he is in need of anything, and rarely will he hand out a sorting order unless pressed to do so.

Talk in Affirmative Style

"I was in a certain store the other day when a young man, representing a London wholesale house entered and inquired of Brown, the retailer, after shaking hands with him: 'Can I do anything for you to-day in my line?' Mr. Brown said: 'No thank you, perhaps next time you can.' This was a natural reply. Who ever admitted (except in the matter of coal or food, that he or she wanted anything first hand? If they did, why wholesale concerns and manufacturers would not require salesmen. Mere order-takers would suffice. It is well to secure business by initiative or suggestion and, if possible, never give your man a chance to say 'no.' Always steer him away from a negative reply, for there is many a merchant who, after he has once said 'no,' will stick to that decision, even if convinced afterwards that he needs a certain range of goods.

"To lead a customer along, inducing him to acknowledge that he requires such and such a line, is by far the better way. If you put a negative query, you are generally sure to get a negative answer, but if your remarks are affirmative in character your man naturally follows the lines of least resistance, and you can thus establish a better basis of understanding between you.

"On the other hand, be perfectly frank and candid with your man; deal openly and straightforwardly, keep nothing back, or if the goods are not exactly up to the mark, tell him so. If you have made a reduction or are clearing out a certain line, explain the reason. If there has been an advance, be equally as free in stating the cause, but if you find a fellow has given you good orders in the past, and for some reason has not been extending the same patronage of late, try tactfully to find out the reason. Do not press your customer too hard, so as to make a confounded nuisance or bore of yourself. You may bulldoze an extra dozen pairs or so out of a man once, but you cannot do it twice, for the next time he is on his guard, and either evades you or lies to you direct; an exemplification of the old saying 'You can lead a horse to water, but you can't make him drink.'

Another thing, when attempting to sell a certain line you are frequently confronted with the fact that such and

such a house has just made an offer of the same kind of shoe, at exactly five or ten cents less a pair or with more favorable discount terms. Of course, there are always men who can buy for less elsewhere. A sample of this specimen of humanity appeared after the flood and his tribe has been

Annual Banquet Was Success

C. F. Rannard, President and Managing Director of the Rannard Shoe Limited, Winnipeg, entertained the staff of the stores at a banquet in the Royal Alexandra Hotel on January 6th. Covers were laid for eighteen, and after the good things to eat had been disposed of, the evening was spent in speeches, songs and recitations until close to midnight, when the gathering broke up.

This was the twelfth annual banquet given by the firm, and the following are the names of those invited: C. F. Rannard, A. B. Rannard, R. F. Eadie, J. C. Thomson, Fred. Baird, Walter Wight, Roy Linklater, Fred Bent, Percy



C. F. RANNARD, WINNIPEG

Aird, Clarence P. Nichols, J. Waddington, A. R. Davidson, J. H. McGee, J. Webster, Michael Cafferky, Albert Young and Chas. Klepacki.

"Tiny" Farewell, well known to the shoe trade of Western Canada, dropped in during the evening and added much to the general enjoyment by his genial presence and the rousing speech he made in response to the toast of "The Manufacturers."

The President reviewed the past year's business and said that while it was not their best year by any means, under the circumstances they regarded it as a satisfactory year. The sound condition of the company, which had been carefully officered in the past, represented a great help toward carrying things on to a successful termination during the coming year, even if outside conditions did not improve. He, however, urged them all to practice economy according to their individual necessities, and thanked them for their faithful work and loyalty during the past year, which had been greatly appreciated by the firm.

The smokers present, of which there were a number, appreciated greatly the choice Havanas donated by M. L. Savage, the well known traveler for the famous Tetrault lines. Nap. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, had offered five pairs of shoes for competition among the clerks of the three stores, and these were won by the following: J. C. Thomson, C. Klapecki, J. Webster, Percy Aird, Michael Cafferky.

multiplying ever since. I would not say that many fellows wilfully lie, but many will make strong bluffs or loop-hole assertions. If these chaps are not wedded to duplicity, they have a flirting acquaintance with it. You cannot tell such men at first that they are telling an untruth, but you can intimate that they are mistaken, laboring under a wrong impression, or have misunderstood matters.

"When a man says he can buy a boy's box kip, Standard screw for fifteen cents less than I am quoting him, I naturally ask: 'Are you perfectly sure?' or 'Are you not mistaken?' This, then, gets him thinking, and after you know him well enough, you can ask if he would mind having a look at his invoice, and what you see on the invoice is generally correct.

How Some Men Get Mixed

"Now, I am not of a prying or inquisitive nature, but I have found in my career, that many a retailer who has marked a certain shoe to sell at such and such a figure, thinking he is making his regular profit, has been grossly mistaken. He has got an invoice on many lines of shoes and the figures on the right hand column being rather close together, he has not marked the cost price correctly on the goods, got matters mixed, and in other cases shoes cost him much more than he thought. I have had retailers time and again thank me for having shown them their mistake, or called attention to some error that they have made, for I naturally have a much more intimate knowledge of shoe values than the average dealer, being on the road nineteen years, and before that a buyer for a large wholesale house.

"If a man says that he can get a woman's patent leather, with cloth top, Goodyear welt, solid leather box toe and counters, ten or fifteen cents less than my line, I ask him if the stock is good; what about the insole, the last, style, finish, etc. If there is any way of making comparisons, I do so, pointing out why I am asking a few cents more per pair. In any argument it never does to infer that a man making such a statement is a deceiver or wilful perverter of facts. That would at once arouse antagonism and enmity. It is better to infer, as I have stated, that your man is mistaken, does not properly comprehend the cost, or is otherwise misled. This can be done gently and suggestively, and in time you will grow to gain that man's respect, and he will no longer seek to counteract your proposition by raising the cry of 'I can do better elsewhere.'

Stand on Your Own Foundation

"No rigid rule can be laid down for meeting each situation as it arises. You may think that you have certain arguments down pat. You have heard the other fellow tell how he has replied to such and such a query, point or attitude, and you think you can do the same. When you attempt, however, to be the author of such remarks, you feel they have generally fallen flat or the shot has missed its mark. A salesman has to be quick, alert and alive, and equal to any emergency as it arises. He cannot use any cut-and-dried, stock-in-trade arguments when a man who is probably just as keen and sprightly as he is, stands face to face with him.

"It is an old saying that every tub should stand on its own bottom, and when you attempt to use the points or arguments of another, you will find that bottom too large or too small. Better rely upon your own ability, resource and inventiveness to extricate yourself, or meet the other fellow in a battle of wit against wit.

"I might go on talking all day and even now some of your readers may think I am a gas bag or windjammer. There is only one way to end a flow of talk and that is not by the Blackthorn or Kilkenny route—but to stop talking, and I stop right here."

Pertinent Pointers on the Selling of Footwear

"I wish I had the time and I would conduct a school of salesmanship," remarked a leading retailer who does business in one of the big cities of the Dominion to the *SHOE AND LEATHER JOURNAL* the other day. "What the people want is quick, satisfactory service, pleasant, courteous attention and thorough knowledge regarding the stock and its chief points in the matter of style, make, material, etc. I instruct all my salespeople to meet every patron with a smile or, at least, a cheerful look. In the first place, before any shoe is tried on the salesman should run his hand inside of it to see that there are no lasting tacks left and that everything is smooth and feels all right. Then the way some clerks pull a shoe on a woman's foot is enough to give her the chilblains. How often, when a shoe is plenty large and wide enough a woman will say, "Oh, my foot." Such an expression is caused by the careless, awkward manner in which the footwear is drawn on.

"Then again, I personally think, although a great many retailers may not agree with me, that it is a mistake to ask the size. The experienced shoeman, if he is in doubt, should glance at the marks in the lining of the shoe taken off. These will give him an indication of the size and width. Supposing these marks have been effaced by wear, etc., still with a little practice and study, a live wire can tell what size is worn and will not miss in his computation once in a dozen times, that is if he is observant. I am a strong advocate of the measuring stick. Its use looks as if one is an expert and understands his business. It lends dignity to the operation of correct fitting and there is no necessity for the bald, blunt question 'what size, please?'

"I am speaking particularly of the matter of waiting on ladies. If I take a shoe from a carton and the last, style

or leather does not appeal to the customer, I put that shoe right back in the box. It helps to keep the interior appearance of the store neat and clean. I have clerks here who will take down a dozen or more cartons from the shelves when fitting a patron. Half the shoes are on the floor or strewn along the ledge by the time the sale is completed. If we are rushed the shoes are put back hastily. This causes mismating and all the trouble that ensues.

"I always make it a practice of showing the highest priced goods first and if the figure is too high, the customer will soon indicate about what she wants to pay. It is easier to come down than to show a low-priced shoe and expect to work from that basis up. A diplomatic way when in doubt the lady saying she wants a pair of shoes, is to inquire in an interested manner if the footwear is for dress or special occasion, house wear, walking, etc. The answer will give the salesman a good inkling regarding what to show so as to please in the shortest possible time. The main thing when miladi enters is first of all to conduct her politely to a seat and then, if possible, remove her shoe. You will find in that case, if you have the goods that suit, the sale is well on its way to completion. If a woman says that she wants to first inspect the styles and declines to be seated, then show the ranges pleasantly. Speak of the distinctive qualities of the models and when you have exhibited something that takes her fancy talk on its excellent fitting points, how comfortable and stylish the shoe is and you will have her interest aroused to such a point that if she really wants a new pair, she will consent to try on the footgear. I might talk a great deal more on salesmanship, but perhaps there is a pointer or two in what I have already said that may be employed advantageously by some of your readers."



THE IMPRESSIVE AND STRIKING INTERIOR OF THE NEW WALK-OVER SHOE STORE, YONGE ST., TORONTO

The Shoe Repair Man

Get After the Repair Work

There is no doubt many a shoe repairer who could materially improve his business if he were a little more aggressive. How can he be? By getting after the outside work. There are not a few jobs lying around every house which people would have attended to if they themselves did not have to take the work to a repair man and then go after it. Sitting down and waiting for work to come in will not answer with the live repair man at the present time. He must get out after what is going.

Writing to the *SHOE AND LEATHER JOURNAL*, a leading western repairer says: "It is the outdoor business that counts. The first months that the war began my average receipts fell off between sixty and seventy dollars from the preceding months of the year. I said to myself this will not do. I must get after the outdoor or outside work and so I began to canvass for jobs and impressed upon the people in my district that all work in this line would be called for and delivered when promised. I got out a series of cards which stated that all shoe repairs called for on Monday would be returned like new ones on Tuesday; that all repairs called for on Tuesday would be returned like new ones on Wednesday, etc. I told the people to use the telephone and we would do the rest, that the shoes would be delivered ready to put on the feet, thoroughly cleaned, that all broken laces would be replaced, missing buttons put on, and attention paid to any little stitching required. The result has been that my receipts are now larger than ever and the business which comes in this way, amounts to as much as that taken in over the counter of my shop.

"I have also emphasized the feature that I sharpen skates and this has also netted me quite a little revenue. I believe that every one more or less can keep things up to the pitch in spite of the war and the prevailing quietness in trade, but he must take hold of the situation seriously and aggressively as if the European strife and the too much talked of hard times were not in existence. I have proved the folly of sitting down and waiting for better times, and to-day my business is fifty to seventy-five per cent. ahead of what it has been. I hope that you can stir up some of the discontented ones to action. There are hundreds who could improve their condition in the repair line if they exercised forethought and perseverance."

The shoe repairer in question is located in a city which has felt business depression to a greater degree than many in the east. Here is a copy of a circular which he mailed recently to his patrons for he firmly believes in advertising. It is headed, "Our Motto—Good Service," and reads:
Dear Sir or Madam:

I heartily thank you for the splendid support you have given me since the opening of my "Good Service" Shoe Repair Shop in March last. If, however, you are one of those who have not yet given me a trial, I would impress upon you a few reasons why you should, and also what constitutes a "Good Service" shop.

First, I endeavor not to do your work for monetary gain only, but for our mutual advantage, ensuring always a hundred cents on the dollar for work done.

Second, my modern equipment is second to none in this city, a visit to my shop will convince you on this point.

Third, no repairs are knowingly sent out unless they are quite ready to put on your feet, cleaned, broken laces

replaced, any little rips repaired that may have escaped your notice, or any stray buttons adjusted.

Fourth, every effort is put forth to have the repairs done on time as promised.

Fifth, special attention is given to gent's shoes, the soles being sewn on at the same price as many shops charge for nailing them on.

Sixth, the very best leather is used at prices to suit all.

Seventh, invisible patches are put on whenever possible, thus ensuring neatness.

Eighth, when you need a repair job done, just walk to your 'phone and ring up 72217, I will do the rest. Assuring you always of my best attention. Yours truly, _____

The Proper Repairing of Heels

When the repairer resoles a pair of shoes he will note that the heels need a few nails at the rear end of the heel-seat. The reason for this is that the greatest strain comes at that portion of the heel every time the heel is lifted from the ground in the act of walking.

These reinforcing nails should be driven slanting toward the toe, so as to counteract the strain on the heel, which tends to pull the rear of the heel away from the heel-seat of the shoe.

It is not an easy matter to drive a nail, unless a steel nail, perfectly straight through the heel and insole. Steel nails should, therefore, be given the preference when nailing by hand. With any other kind of heel nails, the heel should be first perforated to insure a perfectly true drive. There is an old saying that in constant change a circle is described, whereby we return eventually to the old, and that is what has happened in heeling.

The writer has noted many high-grade shoes that had been heeled with wooden pegs, as practised in the long ago, when all heeling was by hand. There is nothing better to give the leather heel a soft tread and a yield resembling rubber. Moreover, the pegs do not damage carpets or fine floors.

At first thought one would say that anyone can easily peg the heel, but there is something to be said about the awl. The point of the awl should be larger than the shank to allow freedom of same in the leather and thereby make it easier for the workmen to pull it out. The point only should show friction against the stock and this will bring about great speed at the heel pegging operation. It is not always necessary for a wooden peg to be riveted in order to hold the heel lifts solidly together. Speaking of heels made of very cheap stock changes the case and calls for riveting of the pegs.

A shellaced peg will hold twice as well as otherwise, which is also true of iron or steel nails. On very high heels long steel nails are necessary, but the writer would apply only a few at the rear and finish with wooden pegs.

It is obvious a low heel can be pegged with better results than a high heel. The pegged heel is the best heel for welt shoes which are nail-less all over the bottom and should be nail-less even at the heel. Pegs will wear down evenly with the heel and will not be forced against the wearer's feet, as the iron nails are after the wearing out of the top lift.

A Montreal Retailer With Ideas in Selling Footwear

French Canadian Shoe House That Has Made Good—Proprietor Believes in Making His Knowledge Pay—Some Novel Methods of Advertising—How Track is Kept of All Stock and How Slow Lines are Pushed

That there are many live and up-to-date French-Canadian retail shoe houses in Canada is a well-known fact; one of the foremost of these is the establishment of F. X. LaSalle & Sons, 341-349 Rachel street east, Montreal, of which an illustration is presented on this page. Through incorporation now in process, the firm will henceforth be known as F. X. LaSalle & Sons, Limited.

C. R. LaSalle, who guides the destinies of the store, is a thoroughly patriotic French-Canadian, and it is through

from the other branches. The third floor is given over to the storing of general stock along with fixtures, window displays and other such uses. The basement is taken up entirely by the reserve rubber stock of the store, which does quite a large trade in this line annually.

The La Salle store has the advantage of fine window display space and Mr. LaSalle claims they have the largest window space of any shoe shop in Montreal. Nine large roomy display windows are continually drawing trade to



THE HOME OF A PROGRESSIVE MONTREAL SHOE FIRM

his ability that the firm has attained its present growth, as it is recognized as a leading shoe establishment of Montreal's North End.

The entire building shown in the cut is occupied by LaSalle's and the entire ground floor is taken up by the store, which occupies a space of 70 x 40 feet. The interior is neatly arranged and a large stock is carried, although on the ground floor as a rule, not more than one pair of any size shoe is carried in the store proper, the reserve stock department being so convenient that it is possible to secure extra pairs at a moment's notice. The reserve stock department is on the second flat and is divided, the men's department in one section, women's in another, and the children's department also is in a division of its own, entirely separate

the store through attention given them, as Mr. LaSalle, the manager, is fully alive to the asset he has in his display space.

C. R. LaSalle, the manager, has had a long and varied experience in the shoe business, and attributes a great deal of his success to the knowledge he received in going from one place to another. While he does not believe in a clerk continually changing his position, he nevertheless feels that while "a rolling stone gathers no moss" it does gather considerable "polish" useful later on. He started in the shoe business at the age of fifteen years, his first position being with Wm. Dangerfield, who was one of the longest established shoe retailers in Montreal. He started here in 1884 and after some months went into the employ of Romayne

Bros. After spending a year with this firm he worked for some time with O. Bernier. Deciding to see a little of the world, he crossed the line, and went to Boston, where he secured a position as salesman with W. E. Tuttle, who con-



C. R. LASALLE, MONTREAL

ducted a shoe store on Washington street, and was one of the largest shoe merchants at the time in Boston. Mr. LaSalle also worked at the shoe game in most of the large American cities and was with such firms as Franks, of Albany; Fyfe Shoe Store, of Detroit; Streeter Bros., Chicago; G. J. Brant, St. Louis; D. K. Cross, Denver, and others. He was seventeenth in the list of clerks when he started with D. K. Cross, of Denver, and after thirteen months with the firm occupied the position of buyer. Afterwards Mr. LaSalle returned to Montreal and for some time was in the employ of La Presse, the leading French newspaper of America. He worked himself up to the position of circulation manager, but while with La Presse branched into the shoe retailing game as a side line. This business grew to such an extent that he was forced to resign from the service of La Presse and devote his entire energies to his shoe store. This was some years ago, and the LaSalle establishment has been going ahead steadily since that time, and to-day does one of the largest trades of any shoe store in the country.

Strong Believer in Advertising

Asked to what he attributed his success, Mr. La Salle stated that he thought there were several important points that he always kept in mind and these accounted to a large extent for the growth of the business. One of these points is steady and forceful advertising. "I am a strong believer in prominent advertising," said Mr. LaSalle, "and have found that it always pays. I strive to put my ads where people can see them without having to hunt them up. There is very little use in advertising if you don't go at it in the right manner. We advertise our store in the newspapers, through posters, and have a mailing list of over 2,000 names to which a letter is sent out each month. We do not confine ourselves to the ordinary, every-day methods of advertising, however, and always do our utmost to make our ads unusual. We have several little ideas of our own which we have worked up and which have been of great money value in our ads. These, of course, are only applicable to our own use. We

have held several contests during the past and found they were invaluable as advertisements. These were in the nature of guessing contests. At one time we had in our window a pumpkin and offered a prize for any one guessing the right number of seeds in the pumpkin. We put this idea into effect at Thanksgiving time, and it attracted a lot of attention. Another contest we held was a "Candle Contest." We secured an immense big candle and installed it in one of the windows. To the party who could guess the exact number or nearest to the number of days, hours and minutes it would take for the candle to burn itself out we offered a good-sized prize. The candle was lighted all the time, and when it was about finished, why the street was blocked with people curious to find out the answer to the puzzle. Another contest which attracted a lot of attention was a large wooden shoe. Ordinary tacks were attached to the shoe and to the person who could guess the exact number of tacks the prize was donated. Since we have been in business we have spent over fifty thousand dollars in advertising.

Holds Two Sales a Year

"We hold a sale in January, and also in July," continued Mr. LaSalle, "and by this means are able to dispose of all surplus stock. We get rid of all our surplus material even though we may have to sell a five dollar pair of shoes for one dollar. It has been our experience that in the end we are repaid. However, we are not troubled with many shelf warmers. If we desire a certain line pushed at any time during the year, we put an "x" on the carton. For instance, should a clerk see on a box, woman's x430, he knows that this line is to be pushed extra hard, and will do his best to dispose of the shoe. Sometimes we offer our clerks 25 or 30 cents on certain lines. By this method, we always know where we are at."

New Style of Fishing Boot

Mr. Brindle, who conducts a shop at 227 Union street, St. John, N.B., making a specialty of hunting, fishing and working boots of all kinds, has just finished a new fishing and hunting boot which he is bringing out this season. The accompanying cut affords a side and rear view. The whole front will shed water like a duck's back, as there is nothing to hold the moisture. The boot requires no lacing



and is put on or taken off simply by three movements of the strap. This footgear, as stated, is perfectly water tight and is good and firm on the ankle and leg. The illustration shows a ten-inch high cut but the top can be made shorter or longer as required. Mr. Brindle has the patent rights for the boot, which is made with very little trouble in a boot or a moccasin.

What War Has Shown in Make and Wear of Army Shoe

Invisible Uniforms, New Field Guns and Scientific Aerial Navies Count but Little if the Fighting Man is Not Efficiently and Comfortably Shod—What Some Foreign Soldiers Wear—How Uncle Sam Has Made Exhaustive Study of Footwear for the Militia—Essential Features of Ideal Army Shoe

This war will yield the experience to explode many theories in army shoe manufacturing as it will formulate new principles of inestimable value to the trade. In past years few nations have given intelligent consideration to the vital problem of shoeing soldiers and the omission is being made daily more evident.

New guns have been perfected, invisible uniforms attained, aeroplanes constructed and unbelievable advance has been made in hygienic matters during times of peace against the day of war, but practically no progress has been made in the development of a perfect boot for the soldier. Of what avail is the invisible uniform or the wonderful gun if the soldier for whom they are meant is shod in such a way that he cannot march efficiently?

Unless the writer is mistaken no nation has made any exhaustive study of army footwear, with the exception of the United States, and they pursued a careful study of the question through the Munson Board. The discoveries made by the gentlemen presiding on this board in the course of their investigation are of particular interest to manufacturers. The beauty of their investigation was that they covered practically every phase of the subject.

Wanted Both Looks and Comfort

They experimented with whole regiments, as well as with individual soldiers. They supplied each man in a regiment with the necessary money and turned the lot loose in a big city with instructions to buy a pair of good, serviceable shoes. On examining the shoes bought, they learned that the first thing sought by each soldier was not wearing quality or fit, but appearance. Every soldier wanted a dressy looking shoe, and the wiser ones secured as well a comfortable fitting pair. Practical experience has shown that this is no way to outfit an army, but valuable hints were gleaned by making this experiment, and the board in their findings laid emphasis on the necessity of making, as far as possible, a nice-looking shoe.

Most Canadian manufacturers are familiar with the American Army Shoe, which was adopted after the presentation of the report of the Munson Board. The average man on the street could wear the shoe and no one would distinguish it from the average man's work-a-day shoe, except, perhaps, for the fact that it is made without a box toe. It has a close-fitting heel and a wide shank, while there is plenty of room for the foot to rest without cramping. A Goodyear welt process is employed for its manufacture, quite a victory for the shoe manufacturers who, up to the time of the last American war, were never able to get any government shoe business, because, up to that time, it was thought that the best shoes were those made by hand, but when there occurred a sudden demand for several million pairs of shoes the government realized how utterly impossible it was to make these shoes, except by machinery.

Can Take Care of Big Orders

To-day the American government could place an order for ten million pairs of shoes and get them within a month, as practically all the large factories have actually made shoes according to government standard specification and they know just how to build the boots required. The government own the lasts on which their army shoes are made. The shoes weigh thirty-seven ounces to the pair.

A most interesting discovery of recent years has been

the learning of the difference in sizes of shoes required by the soldier under various fitting conditions. If the soldier sits on a chair and puts out his foot to be fitted, he takes a smaller length than when standing up with all his weight on one foot, and this length is smaller still than that required for him when he is standing on one foot and bearing on his back his regulation soldier's pack. The difference in the length of the shoe required when he is fitted sitting down and the one he must wear when he is standing on one foot, holding his pack, is five-sixteenths of an inch. Another two sizes should be allowed in the length as an added "safety valve."

Proper Housing of the Feet

It goes without saying that soldiers cannot be fitted wholesale for shoes any more than they can be fitted wholesale for clothing, although it is still more or less of a custom to have outfits in three sizes—large, medium and small, and soldiers are supposed to get their fit from one of the three standard sizes. Efficiency demands that the soldier's feet be properly housed. This is more important than the fit of his clothing and just as important as the effectiveness of his rifle, because modern warfare calls for so much marching and so much trench work that it is most desirable that the fighting man should have absolute pedal comfort.

Experience teaches that Army Shoes are best made with soft toes; if a box is employed it very frequently causes trouble when it is crushed in some manner or exposed to the danger of wet and the consequent softness. It is a debatable question whether Army Shoes should always be made of waterproof material or not. The standard shoe of the United States Army is not waterproof, the government working on the assumption that leather is perishable and if given hard enough punishment by water, mud and marsh, it will go to pieces, no matter whether waterproof or not.

Scientific study shows that the heel on the ideal Army Shoe should not be too high, as the weight of the body must be evenly distributed between the heel and the ball of the foot and if the heel is too high, too great a portion of the weight must be carried by the ball of the foot.

Many Kinds of Leather Used

All kinds of leather are used by the different nations for the making of their shoes—a particularly fine grade being employed by the Swiss government. Some of the Army Boots are decidedly uncomfortable looking pieces of footwear, the Spanish infantry and cavalry being supplied with particularly vicious looking shoes; instead of lacing they fasten with a strap running around the back of the boot from one side to the other. When this strap is pulled tight it must exert sore pressure on the important Achilles tendon and in long marches it surely wears the skin to pieces. The Servian infantry wear a hand-pegged boot that is buckled on the side.

There is nothing to equal the laced boot for real comfort, as it possesses elastic possibilities that the buckle or strap boot cannot have, and if the foot should swell, as often happens in active service, the boot can be laced loosely for greater comfort.

The Danish infantry have a very comfortable looking, long-legged riding boot, which laces part way and is fastened at the top by two overshoe buckles.

The Italian infantry are sometimes outfitted with a low

welted boot which fastens by a buckle under the shank and they have a special low shoe for use in Africa.

An interesting style of shoe is that used by the Prussian infantry when on garrison duty. It is a McKay shoe laced on the side.

The Argentine government has a wooden soled shoe, hand nailed, weighing twenty-one ounces to the pair, which is used in stable work. Their fatigue shoe is a very sad specimen of canvas shoemaking. Probably the poorest class of footwear supplied to any army is that used in the Mexican militia. It is difficult to train soldiers there to wear a boot, as most prefer the old-fashioned Mexican sandal, which is simply a piece of sole leather held to the foot by a fancy tied bunch of soft, pliable leather.

Is Credit Too Easily Obtained?

Editor SHOE AND LEATHER JOURNAL:

I observe, notwithstanding the stringency of the times and war conditions, a few wholesalers seem to have been extending very generous credit to representatives of certain nationalities and new enterprises in the retail line.

The result is that the effect is felt now and we witness compromises being made at thirty and forty cents on the dollar, or assignments entered into and stock bought by some one else at a very low rate. Now, sir, I want to ask through your paper is this standing at the back, financially, of a lot of business speculators who may or may not make good, fair to the man who always pays one hundred cents on the dollar and has a good business record? To my mind it is a sort of head or tail credit. The fellow who pays cash is really helping to make up the losses wholesalers sustain when they accept offers of thirty, forty and fifty cents on the dollar from parties of limited or no means who, in embarking in business, have everything to gain and little to lose.

There seems to be a lot of jealousy among wholesale houses regarding men who wish to secure certain accounts and when certain jobbers get stung they should not complain. I want to say that some are very careful and I know of a few Winnipeg, Toronto and Montreal concerns who have not lost a dollar in months through bad accounts, simply because they exercise discretion and practice conservatism, but there are others who literally rush in. What is the result? Men who pay one hundred cents on the dollar are handicapped at the outset. The fellow who settles for forty cents can still sell his goods at actual cost and make sixty per cent. profit.

No wonder it pays to compromise or to effect a settlement. I think that wholesalers are as much to blame for this undesirable state of affairs as any one. Such a practice encourages dishonesty and deception on the part of dealers who find it hard to go straight, even in prosperous times, and so far as the honest, reputable retailer is concerned, it makes him wonder whether the man who liquidates his obligations promptly and fully holds any higher position in the esteem and appreciation of the wholesaler than the fellow who is looking out for a chance to take advantage of him.

A leading manufacturer approached me the other day and told me that he would like my business. I said: "You can sell me goods, but the price has got to be down to rock bottom. In estimating the cost of shoes you make certain allowances for losses, bad debts, etc. Now, I have always taken advantage of discounts and paid everything in full and I am not going to help bear the reverses of some other fellow or to assist in tiding you over transactions on which you lose money. If you will eliminate the percentage which you add to your account for losses, then I will be pleased to give your products consideration."

I trust that these few words, through the medium of your

Journal, may have a stimulating effect upon certain wholesalers and manufacturers and cause them to exercise a little more care and caution in granting credit. Everybody knows that in the hey-day of prosperity most any fellow can start in business, take a chance and win out; but in times when money is scarce, competition keen and trade at a standstill, the fellow who has not capital or good backing is certain to go down and out. Yet I know within the past few months that so eager have some houses been to extend their courtesies or make a big showing in turnover they have actually encouraged the doubtful accounts, saying: "Well, we will take a chance and charge him a good long price for the stuff."

In view of the number of assignments and compromises that have been reported of late is it not high time that a few of the offending manufacturers and wholesalers were brought up with a sudden jolt.

Yours, etc.,
PAY-AS-YOU-GO.

London, January 25th, 1915.

Newsy Happenings in Quebec

W. P. Francis, of the John Ritchie Co., was in Boston on a business trip last week.

The shoe factories are fairly active, finishing up orders for February and March delivery.

Caron & Lefavre, of Quebec, have opened a shop in the city, and will make children's shoes.

J. E. Massicotte, manager of the Acme Shoe Co., of St. Genevieve de Batiscan, was in Quebec recently on a business

Lucien Borne, tanner, has been working his plant to capacity, having filled an order for 5,000 sides of box kip.

The new felt samples of Elie Jobin, Limited, have been completed. Several new styles are shown for the coming season.

J. E. Plamondon, formerly accountant of Louis Gauthier & Co., has taken charge of the office department of the Rock Shoe Co.

J. B. Drolet & Co. have made several improvements to their cutting room. Jos. Faber is now in charge of the pattern department.

Among those in the city recently, were E. Whitley, of Fred Whitley & Co., Montreal; John Harris and H. W. Parsons, of the Nugget Polish Co., Toronto.

The firm of J. H. Begin, Reg., will continue business as before. A son of the late Octave Feuilteault, who was the proprietor, is the new manager.

Albert Langlois, foreman of the stitching room of O. Goulet, was married on February 1st, to Rose Aime Dorval. Many friends are extending their congratulations.

John Perkins, of Duchaine & Perkins, who was the delegate from the Shoe Manufacturers' Association, to France and England, has arrived home in good health. A meeting of the Association will be held shortly, to receive a full report on the result of his trip.

Mr. Gales Sells Ottawa Store

George G. Gales, Montreal, proprietor of the Gales Shoe Store in Ottawa, has disposed of the majority of his stock in the Capital city store, to C. Roy Teetzel and others, and hereafter the Ottawa store will be known as Gales & Company, with Mr. Teetzel continuing as general manager. Mr. Gales was forced to dispose of the Ottawa branch owing to ill health and to the rapid growth of the Montreal stores which he controls, and to which he will in future devote all his attention. The Gales establishments in Montreal are located at 481 St. Catherine street west, and 289 St. Catherine street east.

Know the Boot You Are Selling

For the best short story by a shoe retailer or clerk on the subject of shoe selling a Western journal recently held an interesting competition. Out of many replies the following was adjudged the best and brightest, being awarded first prize:—

"I specialize in the sale of men's shoes in one of the smaller cities of the West. I have made a success of it. The success has come not so much from my 'selling talk' as from my 'knowing talk,' if you can catch the difference.

"I lived on a farm until I was twenty-six. Then I sold out and went into a shoe store. I knew as much about shoes as I did of the milky way. In three weeks I found out that I knew nothing. I quit the job and presented myself to the manager of a shoe factory. I wanted to see what a shoe was made of. I spent a month finding out. I next spent six months in a big department store—I was finding out what shoes should not be made of. I tired of that and sold a general line of shoes for an American concern. In covering the country for this outfit I got a fair idea of what the people bought. It's a wonder I didn't work in a tannery but there was one at the edge of the village not far from home.

Sometimes a man gets curious when I tell him something of the real inside of the shoe I am handling and he wants to know how I know and I tell of the maker's guarantee and why I know it to be true. I have one clerk in the store who sells fairly well by just jollyng people, but it isn't good business. Don't do it. It doesn't pay.

"If I have a final word to say it is this: Know boots. Know the boot you are selling. Then tell the customer about it. The average man or woman either has sense and likes to find that fact appreciated by the man who sells him a pair of shoes."

Were Shoes Made Too Light?

Montreal papers have taken up the question of army boots and publish long interviews with leading manufacturers. A number of them state if the footwear has not been up to the mark, the specifications were wrong in the first place, and any shortcomings can be laid on the government. One leading manufacturer put the blame for what has occurred on the leather, stating that specifications called for a light boot made from calf leather, whereas side leather should have been stipulated. An interesting opinion is given



EFFECTIVE HOLIDAY DISPLAY MADE BY THE LEVY SHOE STORE, 260 YONGE ST., TORONTO

I poked my nose in once in a while. A bright kid can learn a lot with his nose in a tannery.

"I did study the anatomy of the foot, though. I found that useful, too. I believe a man is a better salesman of shoes if he knows how a human foot is strung together.

"Eight months selling shoes on the road, then I bought a store of my own. That was seven years ago. I am at it yet. Here's how I sell shoes. When I want to sell men's shoes, I place a special 'Men's Window' on display. Usually I devote my ad space to men's shoes. When a customer comes in, I take an inventory of him. If he has been in the habit of coming in I know him and know about what he wants. If he's a stranger I size him up, a look at his feet helps a lot. Then I try to give him as close as I can to what he wants. For instance, I say, 'This is English oak-tanned viscolized sole stock, as nearly waterproof as a boot can be made.' If he is inclined to talk and ask questions, I give the facts, the truth as far as I know it. The customer is entitled to the widest possible information. Sometimes we get on to a discussion of leather, the difference between good and bad—what part of the animal the best leather comes from, etc. Remember, you must fit a man's foot. This isn't always necessary with women, but usually it is.

by Theo. Galipeau, of the wholesale shoe firm of Dufresne & Galipeau, who is one of the members of the investigating committee on army shoes. Mr. Galipeau, among other things, said:—

"There are probably two reasons why the boots have been replaced by British made articles abroad.

"In the first place it may be that the British Government are anxious to supply all their soldiers with boots made in Great Britain. They are all of a certain standard there, and the factories are working day and night turning them out—all the same regarding line and make. They are not giving any orders outside for boots. Canada has not had a single order for boots for the British army—they keep their orders for themselves while they can handle them.

"In the second place there is no doubt the boot supplied the First Contingent was undoubtedly too light—they were made in a hurry and were immediately subjected to a severe test, which they could not withstand. They had to be worn at a very bad time; the weather conditions at Salisbury were the worst possible for boots and a particularly strong boot of heavy leather was necessary. Now that the weather is colder and drier over there the shoes will stand much better."

Montreal Jobbers Branch Out

Bouthillier & Tetreau, of Montreal, have recently been appointed sole representatives of the Drummond Shoe, Lim-



R. BOUTHILLIER, MONTREAL

ited, of Drummondville, Que., for the territory comprising Montreal city and surrounding towns.

The firm composed of Messrs. R. Bouthillier and J. H. Tetreau, have been established for the past two years, and in that time have built up an extensive jobbing trade in Quebec province. They represent as well as Drummond Shoe, Limited, Charbonneau & DeGuise, makers of the "Boston Boy" and "Boston Girl" brands of footwear and are also jobbers for several other shoe manufacturers' lines.

Mr. Bouthillier has been in the trade for the past



J. H. TETREAU, MONTREAL

twenty-five years, during which time he has had a great deal of experience. His partner, J. H. Tetreau, has also had considerable experience in the footwear game, having been

in that line of business for the past eight years. He was for six years with F. X. Charbonneau & Co., which firm has since been changed to Charbonneau & DeGuise. Deciding to branch out for himself, Mr. Tetreau formed a partnership with Mr. Bouthillier, and for the past two years they have been gradually commanding an extensive trade which has grown so fast that they recently found it necessary to secure larger quarters.

What a Woman Expects in Shoe Store

Speaking of treatment that lady customers of shoe stores look for, a representative club woman the other day said: "I do not care particularly whether I am served by a man or woman member of the sales force, but the attitude of that one reflects the policy of the store. I like cheerfulness and interested attention. I admire seeing the person waiting on me go about his or her duties as if they liked to serve customers. I do not like flippancy or indifference. I want the party serving me to put himself or herself in my place and treat me as they would like to be treated if they were the customer and I the clerk. I love to see salespeople who are equipped for their work and possessing some definite knowledge of the shoes they handle, as this makes the sale more satisfactory to the buyer and more interesting to themselves. To my mind inattention often arises not so much from a disposition to be disagreeable but rather from a lack of knowledge of what is due a customer. I think retailers should insist upon their employes saying 'madam' instead of 'lady.' I detest being addressed constantly as 'lady.' Its repetition is apt to get on one's nerves.

"When an employe tells me that everything shown in the line of footwear is 'neat,' 'stylish,' 'lovely,' 'natty,' 'smart,' 'artistic,' 'handsome,' 'the very latest,' etc., that is not the one I want to wait on me. I feel that such a person is in too big a hurry to make a sale and will sacrifice me in the matter of fit or value. I believe the head of the department should have a proper appreciation of what is due the customer and should instruct employes in deportment toward the public.

"On the whole, however, I have in my career very little fault to find. Now I do not believe in purposeless "shopping." I know that shoe dealers have much to put up with in this respect but we certainly have a right to look around. I will not buy unless I know that I am getting good value but, on the other hand, I would not think of needlessly bothering people to show me shoes when I had no notion of making a purchase. I really think the salespeople in shoe stores have a great deal to endure at the hands, or perhaps I should say feet of, some confirmed 'shoppers.'

Paper Shoes For Men in the Field

At a recent session of the war committee of the German Papermakers' Association consideration was given to the feasibility of manufacturing foot coverings for the men in the field from toughened paper. During the Russo-Japanese war, the Japanese troops were supplied with foot coverings and other articles of clothing made from paper, which, during the winter campaign, afforded excellent protection against cold and wet. The paper used for these articles, made from the fibres of plants grown for the purpose by means of the Japanese method of papermaking, was almost untearable and apparently waterproof. The foot-gear was stitched with thread in the same way as fabrics, being formed into short socks having soles and gaiter flaps. Similar articles of paper underclothing protected other parts of the body. The paper was of a light yellow color, cross-ribbed in both directions on each side.—Paper, Inc.

SHOE NEWS IN PARAGRAPH

The stock of J. O. Poirier, Montreal, has been sold. Parisian Boot and Shoe Repairing recently registered in Montreal.

The shoe stock of A. L. Perrault, of Joliette, Que., has been sold.

E. Munsey, shoe dealer, Montreal, has assigned to V. Lamarre.

H. T. Irving has opened a new shoe store on Walker street, Truro, N.S.

M. Millar has opened a new shoe store at 105 Queen street west, Toronto.

Samuel Kline, shoemaker, St. James, Man., lately suffered from a fire loss.

J. M. Stobo, shoe manufacturer, of Quebec, was in Toronto last week on business.

Fred. Pegelo, shoe dealer, of Cargill, Ont., has sold his business to J. W. Raeburn.

J. A. Desautels & Co., shoe manufacturers, of Montreal, have dissolved partnership.

The Quebec Hide and Skin Co., of Quebec, intend opening a branch in Saskatoon, Sask.

F. H. Meinzer, of the Miner Rubber Co., Montreal, was in Toronto last week on business.

B. Goldsmith, of the Progressive Leather Goods Co., New York, was in Montreal last week.

Additional machinery parts have been installed in the factory of T. Bergeron & Co., Montreal.

A. J. Taub, president of the Quebec Shoe Store, Limited, Winnipeg, was in Montreal last week.

The Sample Shoe Store, 310 Yonge street, Toronto, will shortly remove to 256½ Yonge street.

George Chambers, manager of the Regal Shoe Store, Toronto, was in Boston this week on business.

The Leather-Canvas Textile Manufacturing Co., Limited, Ottawa, has been granted a federal charter.

George A. Slater, of Montreal, was in Boston and other New England centres last week on a business trip.

J. H. Larochelle, of J. H. Larochelle & Son, Limited, Quebec, was in Montreal the latter part of January.

Harry Thompson, of the Thompson Shoe Co., Montreal, spent a few days in Toronto and London this week.

The shoe store of W. J. Orr, Vancouver, B.C., was recently entered and robbed of \$250 worth of footwear.

W. Davis, of Toronto, representing Jackson & Savage, is on an extended trip through the Western Provinces.

W. Rivard, U. S. M. Co. agent, is spending a few days in the factory of the J. H. Hamilton Shoe Co., Sherbrooke.

Duplessis & Bonin, dealers in shoes, Joliette, Que., have dissolved partnership. Z. Bonin is continuing the business.

C. A. Davies, of Blachford, Davies & Co., Toronto, spent a couple of days last week in Montreal and Quebec.

H. S. Bond, shoe buyer of the Robert Simpson Co., Toronto, called on several Montreal manufacturers last week.

Mr. Brown, representing Knights-Allen Co., of Haverhill, Mass., was in Toronto last week, calling upon the trade.

N. J. Bordeau, of Toronto, representing Jackson & Savage, has returned after spending a few days in Montreal.

H. A. Beatty, of the American-British-Canadian Distributors, Toronto, spent the past week in Boston on business.

A despatch from London, Ont., says: "The local military authorities to-day turned over to London factories for reailing and other repairs 2,500 pairs of military shoes made for Canadian troops by out-of-town concerns. The

shoes were found to be unserviceable, through poor workmanship."

Chas. K. Palmer, of the John Palmer Co., Limited, Fred-erickton, N.B., was in Toronto last week, calling upon the trade.

H. E. Moles, of J. & T. Bell, Limited, Montreal, spent a few days in Boston and other American centres the past week.

R. T. Hayes, of J. M. Humphrey & Co., St. John, N.B., was a visitor to Montreal during the early part of the past week.

The Calgary Tanning and Manufacturing Co., Limited, of Calgary, has been incorporated, with a capital stock of \$25,000.

W. H. Miner, of the Miner Rubber Co., Granby, Que., was in Boston, New York and other cities last week on business.

Chas. Tilley, of Toronto, wife and daughter, left this week for California, where they will spend the balance of the winter.

H. C. Cochrane, foreman of bottom-stock fitting room, No. 1 factory, Ames-Holden-McCready, Limited, Montreal, has resigned.

About \$1,500 was done to the stock in the shoe store of W. E. Sinclair, New Westminster, by the bursting of a pipe over the shop.

John T. Wood, manufacturer of lumbermen's socks, Brussels, Ont., was in Toronto lately, calling upon the wholesale trade.

C. H. Albee, of Ames-Holden-McCready, Limited, Montreal, has returned from a trip to Boston and other American shoe centres.

Harris Bros., Montreal, proprietors of the Upstairs Shoe Shop, 152 Peel street, have opened a branch store at 221 St. James street.

Messrs. Ecclestone and Locke, of the shoe department of T. Eaton Co., Toronto, recently spent a couple of days in Montreal and Quebec.

The Rice & Hutchins (Curtis factory), Marlboro, Mass., has received another order for shoes for the French army, calling for 51,000 pairs.

Howard L. Godfrey, representing Dungan, Hood & Co., manufacturers of kid leathers, Philadelphia, was in Toronto a few days ago on business.

L. Higgins & Co., of Moncton, N.B., report that business with them is very good, orders for spring being considerably ahead of last year.

H. W. Algeo, of the United Shoe Machinery Co., Montreal, has been spending a few days in St. Hyacinthe, Sherbrooke and Quebec factories.

M. L. Sturgis, sales manager of the United Last Co., Montreal, was in Toronto and other cities last week, calling upon the shoe manufacturers.

George C. Wilson, representing the James Muir Co., shoe manufacturers, Maisonneuve, Que., is on an extended business trip to the Western Provinces.

The Perth Shoe Co., of Perth, Ont., are now busy on their run for spring goods. The company has been running full and working overtime in some departments.

Chas. Bonnicks, manager of the Toronto warehouse of Ames-Holden-McCready, Limited, is in Montreal attending a conference of the various managers of the company.

Frank Mercer, of Toronto, Western Canada representative of the Brandon Shoe Co., of Brantford, who has been spending some time in Norwalk, Conn., has returned to Toronto.

As an inducement to extra business J. W. Ingraham, shoe dealer, of North Sydney, N.S., gave away rubber heels free during January with every pair of shoes sold, where

the figure was \$2.50 or over. The heels were put on without charge.

Peter Goldman, proprietor of the Victoria Shoe Hospital, 362 Victoria avenue, Westmount, has installed a 12-foot, Model "M" U.S.M. Goodyear shoe repair outfit in his establishment.

E. A. Chalk and S. G. Best, Toronto, were in Drummondville, Que., last week. Both these gentlemen will handle the Drummond Shoe for men in Ontario during the coming season.

Mr. Murtagh, formerly of Murtagh & Kelly, Cobalt, has gone into business in a new store in Timmins, Ont., under the name of Murtagh & McCormick, dealers in shoes, men's furnishings, etc.

The Metropolitan Shoe Repair Co., 768 Dundas street, London, Ont., have installed a 22-foot Goodyear shoe repair, Model "M," outfit. They state their business has doubled in the past few months.

Auger & Co., of Sherbrooke, have rented premises in Coaticook, Que., where they will commence the manufacture of shoes in a small way, and hope to expand into an industry of considerable size.

The Brockton Shoe Store, 440 St. Catherine street west, Montreal, which was gutted by fire some weeks ago, has been renovated and re-opened. The management is disposing of damaged stock through a fire sale which they are at present holding.

J. A. McLaren, of McLaren & Dallas, Toronto, who has been confined to his home for some weeks, is making steady progress toward recovery and is now able to sit up several hours each day.

Samuel Doucett, shoemaker, of Moncton, N.B., died recently in his sixty-third year. He had been in failing health for some time, and conducted a shop on Main street for about twenty years.

The Moncton Footwear Co., of Moncton, N.B., which obtained a charter some time ago, have elected officers for the coming year. W. H. Anderson is president, W. G. Jones, vice-president, and Fred. G. Snyder, secretary.

The Brandon Shoe Company, Limited, of Brantford, are installing a sprinkler system in their factory. The ten-

der has been let and the work of installation commenced, which it is expected will be completed inside of six weeks.

Ed. Koepfel has gone into the shoe business in Galt, having taken the store lately occupied by L. W. Johnson, and the one next door, converting the two into one. Mr. Johnson is moving farther up Main street, into new premises.

The January issue of the Miner "Monitor," which is published by the Miner Rubber Co., Granby, Que., contains cuts and appreciative references to Walter Powell, shoe retailer, Dundas street, Toronto, and Gordon C. Yearsley, manager of the Toronto branch of the company.

Major J. D. McCrimmon, shoe retailer, of Stratford, is going to the front. He has always been an enthusiastic military man and has been notified to report in a few days at London as junior major of the 33rd Battalion of the Third Contingent. His business will go on as usual.

The Kaufman Rubber Co., Limited, which some years ago was incorporated under the Joint Stock Company's Act of Ontario, has just been granted a federal charter. The capital stock is \$2,000,000 and the head office is Berlin, Ont.

Nap Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, is at present on a trip to England and France in connection with Army contract orders. It is expected Mr. Tetrault will be away for a period of not less than four or five weeks.

Wm. S. Wood Co., shoe dealers, St. Catharines, Ont., recently put in a special "Made-in-Canada" window, which attracted a great deal of attention and won the firm many compliments. They intend to install another similar window display at an early date.

W. R. Stewart, who has been assistant to Lieut.-Col. A. E. Massie, divisional manager of the Canadian Consolidated Rubber Co., St. John, N.B., will be in charge of the St. John warehouse during the absence of Col. Massie on foreign service, as the officer commanding the Canadian divisional train.

A settlement has been reached in the action of George H. Wilson, a Toronto hide and wool dealer, against the London, Lancashire Fire Insurance Co. for \$20,277 damages claimed to have been caused to a shipment of hides from New Zealand to A. Davis & Sons, tanners, of Kingston. The amount of the settlement is not known.

An extra provincial license has been granted the Guinivan Shoe Co., a corporation created under the laws of Massachusetts, to purchase and sell boots and shoes, etc., in Ontario, providing that the amount of capital invested is not greater than \$40,000. Francis A. Guinivan, Toronto, is named as the representative of the Guinivan Shoe Co.

The J. H. Hamilton Shoe Co., which recently moved their factory from Levis, Que., to Sherbrooke, have completed the installation of machinery the last of which was set up this week, and they have already started to manufacture. An official of the company stated recently that the firm had received a large number of advance orders and expected a busy season.

Montreal shoe factory employes who recently organized an inter-factory bowling league, are finding it meeting with great success. At their last meeting the United Shoe Machinery team won a victory over the Star Shoe Co. team, the score being 2212 to 2140. Berube of United was top scorer with 488. The highest for the Star Shoe Co. team was Riel with 453.

A big get-together meeting of the retailers and wholesalers of Calgary, and perhaps the whole province, is planned, and if nothing turns up to disturb the programme, an informal dinner and conference will be staged at an early date. The idea is to have a frank conference of retailers and wholesalers so that they may exchange views of their

AN ENERGETIC SHOE MERCHANT



James Warden Jupp is now the sole proprietor of the historic shoe house of J. Jupp & Son, 810 Queen street east, Toronto, James Jupp retiring a few days ago, and his son acquiring his interest in the business. Mr. Jupp, sr., is now in his seventieth year, but is enjoying good health. Born in the Old Country, he came to Toronto forty-two years ago, which period he has spent in the trade, being a practical shoemaker. For many years he was in charge of the business of John B. Thompson, 142 King street east (where the Carey Shoe Co. is now located), and he was also for a time with D. D. Forbes. Twenty-nine years ago he started out on his own behalf on Queen street east, and built up a large trade. In 1897 his son, J. Warden Jupp, who had gained several years' experience under his father, was taken into partnership and the firm name has since been J. Jupp & Son. It is not only one of the oldest, but one of the most reputable and widely known shoe concerns in the city. J. Warden Jupp, who is a live wire in the trade, has taken a great deal of interest in shoe associations in the past, having held important offices at various times. He will no doubt maintain the best traditions of the firm, which has such a long and honorable record.

problems and reach a common basis of understanding. It is felt that if this can be done business will be placed on a sounder foundation; that money can be kept in the west, that present manufacturing plants can be enlarged and new ones built and that the unemployment problem can be greatly simplified.

The Smardon Shoe Co., of Montreal, are sending out to the trade a very handsome window cutout card in which an attractive young lady is seated on a fitting bench and is seen wearing the dainty footwear of the firm. On the end of the bench, in neat gilt letters, are the words, "The Smardon Shoe." The card is one of the most artistic that has been turned out in a long time.

T. W. Hart, of the Nugget Polish Co., Toronto, left last week on a business trip to the West. He will go as far as Edmonton and Calgary. John Harris and H. W. Parsons, of the Nugget Co., are on a business trip to the Eastern Provinces. Mr. Harris, the manager, is making his first business visit to the Maritime Provinces and will travel as far as Halifax calling on the trade.

The Neill Shoe Store, of Guelph, of which H. E. Cosford is manager, recently had a dollar day, offering many decided bargains at that figure. A unique feature of the sale was that there were three lucky chances, the firm giving to the ninth, twenty-ninth and forty-ninth customers spending one dollar or more in shoes the choice of any four-dollar pair in the establishment at \$2.00. Great interest was aroused in the sale.

A newspaper law has been passed which in a measure protects the publishers of newspapers from being defrauded out of back subscriptions. Frequently cases come before the publisher where persons cancelled their paper, but, incidentally "forgot to pay arrears" of subscriptions. Under the new law, however, the publisher can continue to send his paper (even if it is refused) until such time as said arrears have been paid.

The new Ames-Holden-McCready building which is under construction at the corner of McDermot avenue and Adelaide street, Winnipeg, will cost, when completed, \$110,000. The structure, which will comprise six floors and basement, has now been erected to the first floor, but work was stopped temporarily on account of the war. There is a ground area of 97 by 135 feet. The building will be of red brick and cut stone.

H. & C. Blachford, Limited, who have been located at 114 Yonge street for eighteen years, will, about the first of May, remove into new quarters at 286 Yonge street, next door to the new Walk-Over Boot Shop, which are 150 feet deep by 30 feet wide. The premises, which are being vacated by the Blachford firm, in order to go farther up Yonge street, have been leased to the Patterson Candy Co. for ten years at \$11,500 annually, and will be fitted up as an elaborate confectionery establishment.

J. H. Porter, late buyer and manager of the shoe department of the Robt. Simpson Co., Toronto, will open another of the J. H. Porter shoe stores in Toronto, three of which have been established for several weeks. Mr. Porter has closed a ten years' lease of the large corner store in the new Ryrie building at the corner of Yonge and Shuter streets, Toronto. This will be the headquarters for the firm. The interior will be richly furnished with mahogany fixtures and there will be fine lighting effects. The new store will be opened in about three weeks' time.

"The failure of the Durkee Shoe Co., of Truro, turns out to be a bad one," says the Maritime Merchant. "It seems likely that the citizens of Truro who put \$35,000 in the company, will not get a cent out of it back. And not only has this amount been swallowed up, but there are in addition business debts of \$22,000, only a portion of which

will be paid, as the bank holds all the debts of the firm's customers, and also the factory and plant against advances previously made, so that the outlook is not very promising for either investors or creditors."

The Shoe and Leather Record of England, says of the European war orders that the following have been purchased by the British War Office: 1,800,000 pairs of non-regulation boots; 2,500,000 pairs of regulation boots for soldiers in the field; 1,000,000 pairs of boots for the British Navy; 1,357,000 pairs of canvas slippers; 2,200,000 pairs of boots for the French army; small lots of boots for the Belgian army. The Record estimates that the English war bureau has so far bought more than 8,000,000 pairs of shoes. It has placed all its contracts in English factories.

The annual convention of branch managers of Ames-Holden-McCready, Limited, was held in Montreal during the first week in February. Branch managers from all the different depots of the company were present, and while no definite programme had been planned for the week, the gathering discussed ways and means of increasing the service and incidentally the sales of the company during 1915. Among those in attendance were A. L. Johnson, Winnipeg, western manager; W. M. Angus, of St. John, N.B. branch; F. M. Morgan, of Edmonton branch; Chas. Bonnick Toronto branch, and A. B. Erskine, of Vancouver.

"The Story of Tricketts" is the title of a well printed and nicely illustrated brochure on the art and industry of the slipper manufacture which is being sent out to the trade. The article is a re-print of one which appeared in the "Gentleman's Journal," London, and views are given of the various departments of the immense Gaghills factory at Waterfoot, England, the sample room, the directors and staff, the small stone building in which the business originated in 1883, Mr. Oliver Eatoff, the managing director, in his private office and the late Sir H. W. Trickett, founder of the firm. The factory to-day employs 1,000 work people and turns out over 72,000 pairs of slippers and canvas shoes

HIGH HONOR FOR MR. SCOTT



F. Stewart Scott, president of the firm of Getty & Scott, of Galt, the widely known makers of "Classic" shoes, is the new representative in Parliament for South Waterloo. At an enthusiastic convention held in Galt a few days ago to name a candidate in succession to the late Hon. Geo. A. Clare, who for many years represented the riding, Mr. Scott was the unanimous choice. As the Liberals offered no opposition, he will take his seat in the House at the present session. Mr. Scott is a young man who was born and raised in the Scotch town, and spent his early days in equipping himself for a commercial and industrial career. For several years he was in municipal life, serving faithfully in the city council and looking after the financial administration of the municipality. In 1912 so complete was the confidence reposed in him that he was elected mayor by acclamation, and the following year he was again accorded the honor unopposed. Mr. Scott has done a great deal to develop the highest interests and welfare of Galt, and did heroic work in connection with the Hydro-Electric system. The shoe firm, with which he has been connected for many years, is known as one of the busiest and largest in Canada. Many friends in the trade are extending hearty felicitations to Mr. Scott on his elevation to a place in the Federal Parliament and are confident that, in his hands, South Waterloo will have capable and earnest representation.

every week. The factory is one of the best lighted, thoroughly ventilated and admirably appointed of any in the British Empire.

A. Brandon, of the Brandon Shoe Co., Brantford, has returned from a visit to Boston and other points. In looking over the styles he found that the bal shoe with the English toe will be the heaviest seller for the coming season. Not the extreme English, just the medium between the extreme and medium high toe, with military toppings in various shades, putty, dark browns, and blues, with insertion and binding. Men's shoes this season are extreme in fancy work. The gun metal shoe is still taking the lead, and patent leathers will sell well for the coming period, with color light. The general tendency this season is not to get too many lasts, but to keep the old standards as much as possible.

The Kaufman Rubber Co., Limited, Berlin, through their London branch manager, S. G. Amero, have recently shown an entire rubber exhibit in the show window of Barraclough & Co., Ingersoll, which attracted wide interest. The exhibit included crude rubber, rubber shoes in process of manufacture, sample sections of soling, as well as a display of finished rubbers, and carefully illustrated the high-class workmanship and material used in the construction of "Life-Buoy" rubber footwear. It is understood that the "Life-Buoy" people have several such exhibits under the charge of Mr. Amero, who has arranged for their display in numerous towns, which have been highly appreciated by their customers.

The Militia Department, Ottawa, has no knowledge of British Army boots being supplied to the Canadian troops instead of Canadian boots, an unofficial intimation of which was contained in a Canadian Associated Press cable recently: "There has been no reflection upon the model or workmanship of the Canadian boot," said one of the officials of the department last week. "If there is any fault it might be that the leather was too green." The probability is that in the unusual demand upon Canadian factories for boots for the overseas forces, hides were used which had been hurriedly prepared and might have been too green. A large proportion of the leather used was imported from the United States.

An auction sale of the plant and effects of Meyers Shoe Company, Insolvent, was held in Montreal, Tuesday, January 19th, by Gordon W. Scott, at which the fixtures, stock of boots and shoes, machinery, etc., were disposed of in detail. The majority of the machinery and stock in hand was purchased by Charbonneau & DeGuise, Montreal, shoe manufacturers, who have also taken over the premises formerly occupied by the Meyers Shoe Co. The Laurentian Water Co. purchased part of the office fittings. Charbonneau & DeGuise, whose present factory is located on Amherst street, will move their machinery and stock in hand to the Meyers building and state their output will be increased considerably.

A recent despatch from Winnipeg, says: The officers of 28th Battalion are determined that, as far as their men are concerned, there will not be any boot scandal, and that the boys will be properly shod. Recently a regimental board investigated, and examined a consignment of shoes which had been shipped to the battalion as part of equipment for the soldiers, and finally turned down over 300 pairs of boots as not being fit for the men to wear. In some cases the sole was filled with glue and leather scrapings, and where the instep was supposed to be supported by a steel plate, a thin veneer of wood had been used. However, the boots will be replaced and the men will not be allowed to suffer through the dishonesty of contractors.

T. H. Rieder, vice-president and general manager of the Canadian Consolidated Rubber Co., has returned to Mon-

treau after completing a tour of the Prairie Provinces. Mr. Rieder is well acquainted in Winnipeg, having been a frequent visitor to that city for a number of years. Before leaving that centre he said that he looked for good business in the west during 1915. In 1914 there was a considerable shrinkage in the demands for goods in the West, but he expected that there would be a large increase in the coming months over the corresponding months of 1914. He stated that stocks of rubber goods in Western Canada had not been so low for many years and that a demand from consumers would affect the trade immediately.

Montreal manufacturers, members of the Canadian Shoe Manufacturers' Export Association, have been offered by the French Government, a sample order of 25,000 pairs military boots for French Army use. The offer comes through the Association's representatives in Paris, Messrs. Angus and Dufresne, but up to the hour of writing had not been accepted as sufficient time was not allowed in which to get the shoes made. Hardly more than a week was allowed for the manufacturing. It is almost impossible for any manufacturer to secure lasts, patterns and leather on such short notice. The fact that there was a \$10,000 penalty for non-fulfillment of contract was another consideration that had to be reckoned with. The order was to be delivered c.i.f. Havre.

An organization has been formed in Western Ontario, known as the Western Footwear Jobbers' Association. The headquarters are in Winnipeg, and the membership embraces the wholesalers in Manitoba, Saskatchewan and Alberta. The Association has for its object the conserving of the best interests of the trade and the advancement of its welfare. It is likely that a clearer understanding will prevail in regard to certain lines, and a better working basis established. It is understood that a similar association may be organized in British Columbia, another in the Maritime Provinces, one in Quebec, and another in Ontario. The wholesalers of the United States have organizations in practically every state and Canadian houses have been behind in this respect. It is felt that the trade has suffered as a result, in being imposed upon, in the way of losses, bad debts, too generous credit, etc.

January is usually a quiet month in the shoe trade and the volume of business done in the larger cities and smaller towns was only fair. In some centres trade picked up remarkably well, after the holiday rush, but at other points, it was slow in recovering. The recent heavy storms had the effect of moving rubber footwear, larrigans and felts in big volume. Sorting business is rather quiet. Retail dealers are moving cautiously, until they get a better view of the outlook. Stocks in most towns are comparatively small on account of the retrenchment of the past season, but with the coming of spring it is expected that conditions will pick up materially, and the outlook for trade in the footwear line is promising. There is a quiet feeling of confidence which augurs well for the future. The rubber selling season is the next event of interest in the trade and will start this year as usual on March 1st. While no indication is given as to how prices will compare with the past season, it is generally understood that there will be little, if any, change. Certainly the general figures will not be higher, except possibly in the case of leather top goods. Some sensational reports have been sent out from American cities regarding the seriousness of the rubber industry, but most of these can be taken at a liberal discount. The United States Rubber Co. have changed their selling season from January 1st to March 1st, adopting thereby the precedent established several years ago by the leading Canadian companies.

F. A. Guinivan, proprietor of the Walk-Over shoe stores in Toronto and Montreal, was in Detroit recently attending the fourth annual convention of the Middle West Walk-

Over Retail Dealers' Association. A handsome display of new styles was made. Commenting on the new things, one man said: "According to the advance styles milady's fastidiousness in footwear is to be passed on to the merely masculine, for men's shoes show many of the airy-fairy touches that have been seen in women's shoes the past season and are more strongly exemplified in the spring styles." Boots for both sexes display a strong Parisian leaning. The gaiter boot is given a prominent place and the gaiter effect is also to be found among men's boots. Lace shoes are striving again for popularity. White laces on black shoes and black laces on white shoes form striking contrasts. Some of the men's outing shoes of white, tan and mixed leather which were displayed smacked strongly of feminine fashion.

TANNERS ELECT NEW OFFICERS

The annual meeting of the Tanners' Section of the Toronto Board of Trade was held on January 20th. The event was a quiet one. No formal address reviewing conditions during the past year was delivered by the retiring chairman, Ald. S. Morley Wickett, who entertained the members to luncheon at the National Club. C. G. Marlatt, of Oakville, Ont., who was vice-chairman during 1914, was elected chairman for the coming year. Charles Robson, of Oshawa, was made vice-chairman and F. G. Morley was re-elected secretary-treasurer.

The following constitute the committees for 1915:—

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, G. C. H. Lang, J. Sinclair.

Legislation Committee—G. P. Beal, R. M. Beal, A. O. Beardmore, W. D. Beardmore, A. R. Clarke, C. E. Clarke, Hon. E. J. Davis, H. B. Johnson, 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, H. B. Johnston, Chas. King, G. C. H. Lang, Jno. Sinclair, S. R. Wickett.

NEW ARMY SHOE FOR CANADA

One hundred and ten thousand pairs of army shoes, made of black winter calf, on an American last, after the French army style, will be the Canadian Government's next order. The contracts are about to be placed and will be equally divided between eastern and western firms. Specifications have been approved, and one factory in the East is now making the samples which must be completed and delivered to the various manufacturers when they receive their orders. The price has not been announced but it is said to be around \$4.50 a pair.

Radical changes in the construction of the shoes are indicated in the new specifications prepared by experts.

The French army shoe has been decided upon as the most practical style, but the French shoe will not be copied, as it cramps the toes too much and has other characteristics which do not make it a perfect fitter. In consequence a new American last will be used, and a perfect fitting boot is expected to result from its employment.

Tan shoes are done for, as the new specifications call for a black winter calf. Aside from the extra time it takes to produce tan leather, there is the objection that it is never kept clean by the soldiers, and black leather has been found the more practical by most armies.

Quilted soles will be used, rather than hob-nails, thus enabling the boot to be used by the cavalry as well as by the infantry; and the welt process will be employed. The sole will be a full double one and the counter will on the

outside, leaving the inside perfectly smooth. A pony horse-shoe plate of steel will be used on the heel. There will be no box toe.

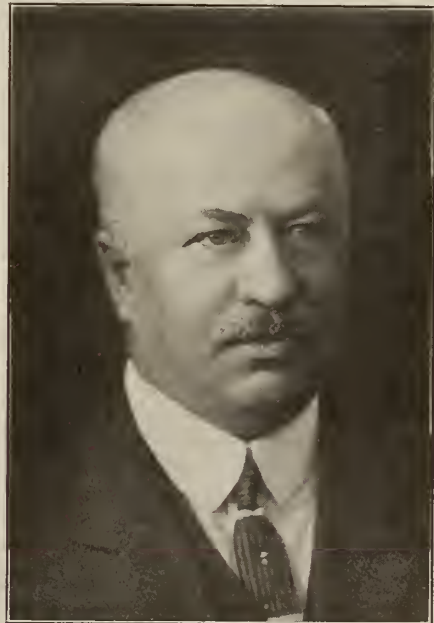
The special committee appointed to prepare specifications to guide the Government in ordering future footwear



E. E. DONOVAN, ST. THOMAS, ONT.

comprised Col. R. Brown, of the Militia Department, as chairman, and the expert shoemen—E. E. Donovan, general manager of E. T. Wright & Co., St. Thomas; Geo. A. Slater, president Geo. A. Slater, Limited, Montreal, and E. A. Stephens, of A. J. Stephens & Son, Ottawa.

It was after an almost continuous session lasting five days that the committee, along with Hon. J. D. Hazen, act-



GEO. A. SLATER, MONTREAL

ing Minister of Militia, decided on the new specifications, which were later confirmed by the Cabinet.

More time will be allowed the manufacturers for the making of these shoes than was granted for the manufacturing of the first lots ordered, of which so much criticism has been made in the press.

Shoemen Out in the Cold

Standing on the left in the picture is L. D. Farewell, of Winnipeg, who has for several years represented the Hartt Boot and Shoe Co. in the prairie provinces. On the right is his father, John J. Farewell, of Toronto, who recently paid a visit to the Prairie Capital. The picture was



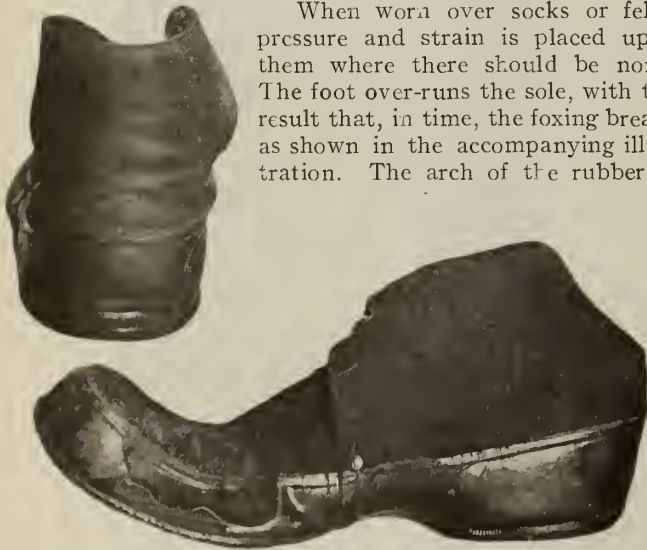
taken in front of L. D. Farewell's house, when the temperature was 38 degrees below zero. John J. Farewell, who is on the selling staff of D. D. Hawthorne & Co., Toronto, is the oldest shoe traveler in Canada, in length of service, having been 44 years on the road. His son, L. D. Farewell, is so tall and stalwart that he has gained the sobriquet of "Tiny."

Misuse of Arctics and Excluders

Through ignorance or carelessness, some folks make a habit of wearing Arctics and Excluders over socks or felts, says "Foot-Prints."

These styles of over-shoes are constructed to be worn only over leather shoes.

When worn over socks or felts, pressure and strain is placed upon them where there should be none. The foot over-runs the sole, with the result that, in time, the foxing breaks as shown in the accompanying illustration. The arch of the rubber at



the shank is also apt to break down, there being no heel to fit into the heel space of the Arctic and thus take pressure off the arch.

Then, again, the heels of these Arctics and Excluders, if not worn over leather shoes, may break down.

At this season of the year, when Arctics and Excluders are in demand, you can help us and yourselves by explaining to your customers the result of wearing felts or socks in their Arctics.

And the next time a customer brings a damaged pair, and makes a claim on you, tell him that, just as a square peg won't fit a round hole, no more will Arctics and Excluders fit felts and socks.

You can easily tell by examining the fleece lining if he has misused the over-shoes. The tell-tale felt fibre will be found adhering to it. There will also be an absence of heel-marks.

Explain to him that he must wear his Arctics over leather shoes, and that, if he does so, he will have no cause for complaint.

When properly fitted, and properly treated, all of our rubber footwear will give dollar-value to every purchaser. You know this and we know it, and it is to our mutual interests that all of your customers should also know it.

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents
Cash must accompany all orders.

FOR SALE—Shoe store shelving and counters—solid oak front—built in sections, about 250 running feet, 12 to 14 feet high. Cause of sale, removing to new store. H. & C. Blachford, Limited, 114 Yonge street, Toronto.

WANTED—Experienced shoe salesman with A1 connection for Western Canada, by Ontario firm making an exclusive line of women's welts. A particularly good line that can be handled in conjunction with another non-conflicting line. Applications will be strictly confidential. Apply Box 96, SHOE AND LEATHER JOURNAL, Toronto.

WANTED—Position as retail manager; first-class window trimmer; ad writer, well up in trade-winning ideas; good organizer; 18 years' experience; married; excellent references; been with present employer over four years. No objection to leaving Toronto. Box 95, SHOE AND LEATHER JOURNAL, Toronto.

FACTORY TO LET—In Levis, near Quebec, building 2,200 feet flooring, 4 storeys, with electrical wiring for light and power, shafts, hoist, steam heating apparatus, transportation facilities at the door. no taxes and ample skilled help on hand. Address, C. Blouin, St. George street, Levis, Que.

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

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 C. Parsons & Son, Limited, Toronto



“YAMASKA” STAPLES

A Splendid “Bread and Butter” Line

Hundreds of shoe merchants in Canada have proven this to their own satisfaction for a long period of years—as is evidenced by the constantly growing business handled by the “Yamaska” factory.

“Yamaska” brand shoes mean *repeat business* and *increased turnover* for you, and as they are a staple line, you are sure to sell many more of such a line than of any “freak” style. And remember also that it will pay you to buy “Made-in-Canada” shoes as they have no superiors and few equals in quality, all your money goes for shoe value, not to the Custom House.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE 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

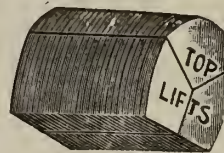
Sheepskins Skivers “Ryco” Matt Kid

RICHARD YOUNG CO.

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Branch: 54 South Street, 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

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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

ALL LEATHER
 Wood & Baggs, Room 3 Athena Bldg., 163 1/2 Church St.
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Satisfaction Guaranteed

by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

Raw-Hide Fibre Counter

Order This For your next run.

Guaranteed to outwear the shoe. None but the very best material is used in its manufacture.



"Made-in-Canada"

F. BLOUIN, REG.

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.

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 Established 1852

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Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

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553 St. Valier Street, Quebec
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Oshawa, Ontario

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Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

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621 ST. VALIER ST.
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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

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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McKAY SEWN SHOES

FOR
WOMEN, MISSES
AND CHILDREN

Shoes that have Style and Finish
—at the right price for the jobbers,
who are invited to see samples.

"La Duchesse" Shoe Co.
REGISTERED
"Successors to B. Vaillancourt"
40 Grothe St., MONTREAL

CUTTING DIES

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Leather, Rubber, Paper, Cloth,
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Honest Values at Honest Prices.
All Work Warranted.

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SCULPTURE SET

- "First-Aid" Bunion Shield
- Toe Strate
- Heel Cushion
- Foot Powder
- Curo Pad

Arrowsmith's Foot Display Models

THESE foot models are life size, made of alabaster.

They show exactly how the arch support raises the fallen arch, and how it keeps the bones in their proper positions. For display purposes the models will be found a means of increasing sales by attracting the attention of the customer and interesting him in the arch support proposition. The Skeleton Foot is given free to dealers ordering one dozen of our supports. The Sculpture Set is given with orders for two dozen pairs.

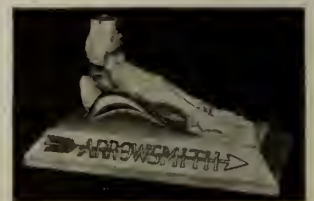
Get these. It will pay you.
Write for our Catalogue

Remember:—We are the only manufacturers in our line who do not solicit the Drug Trade.

WE SELL TO THE SHOE DEALERS ONLY

Canadian-Arrowsmith Mfg. Co., Limited

Niagara Falls, Ontario, Canada



SKELETON FOOT

Our Leaders

Arch Prop

"First-Aid"
Foot Restur

Surgeon's R
Foot Brace

Aeroplane
Arch Support

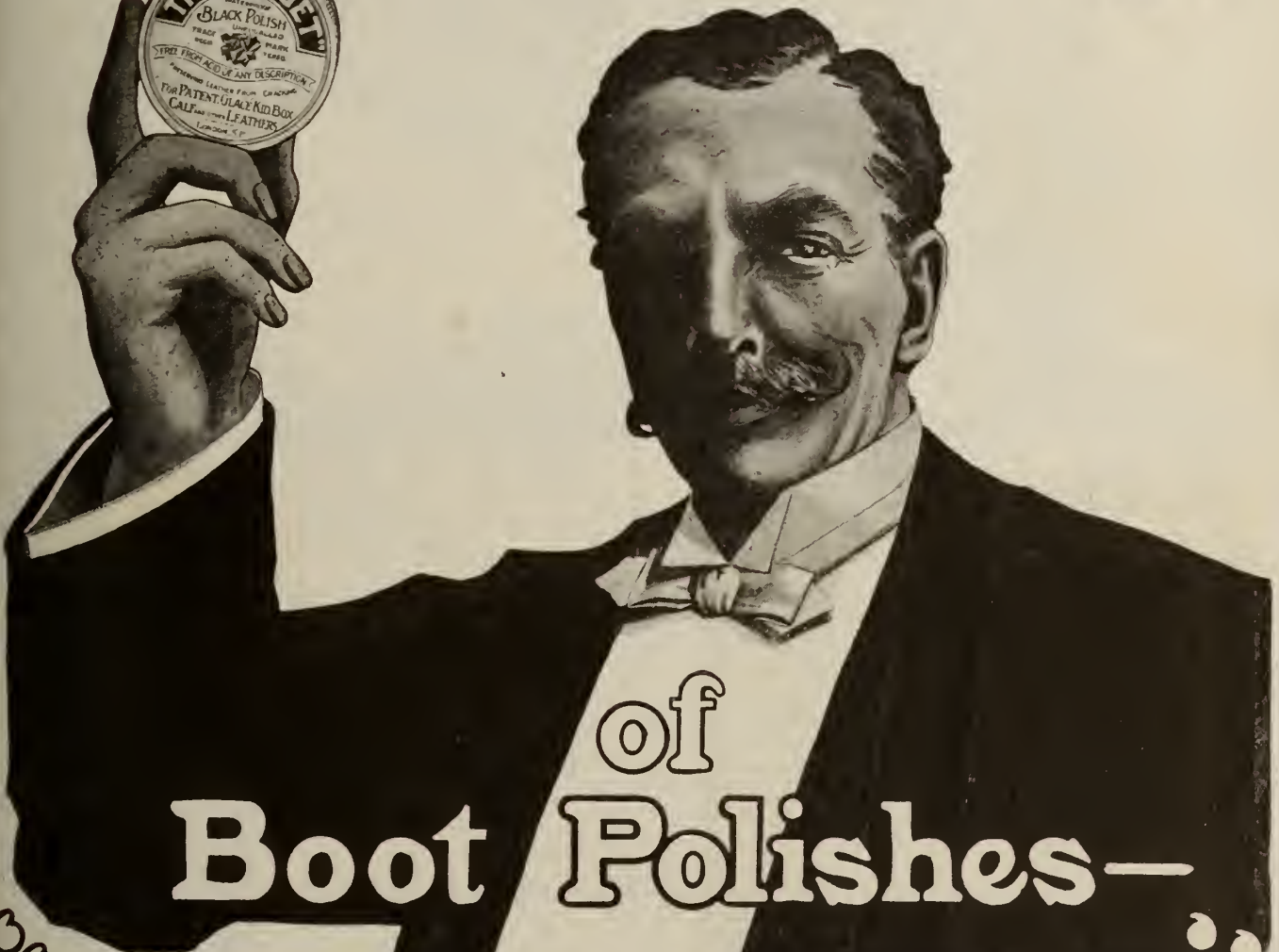
Foot-Arch

Foot Pad

Featherweight
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Anterior-Metatarsal

Gentlemen — “The King”



of
Boot Polishes—

CO NUGGET

THE “NUGGET” POLISH COMPANY LIMITED
9, 11 and 13 Davenport Road - - TORONTO, ONT.

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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.

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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.
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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.

**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

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EMPIRE
MADE

Wherever the British Flag floats, and wherever British Feet keep time to the strains of "Tipperary," in all their "chicness" of style, comfort and reliability will be found

TRICKETT'S SLIPPERS

The secret of the success of our goods, whether in Canada, New Zealand, Australia, South Africa, India and elsewhere, is like the British Constitution

THEY SUIT THE PEOPLE

Our new designs of slippers for 1915, in lasts, styles and finish are right up-to-date and in keeping with our well-known policy of

GIVING THE PEOPLE WHAT THEY WANT

Your jobber will have our latest novelties as well as old favorites. Orders should be placed early with your jobber for Trickett's Slippers.

Sir H. W. TRICKETT (1914) LIMITED
WATERFOOT, Near Manchester, Eng.

J. S. ASHWORTH

Canadian Representative, 16 Manchester Bldg., Toronto

Established 1888

February 15, 1915

THE SHOE & LEATHER JOURNAL

Published Twice-a-Month

WHERE DO YOU STAND?

Are you ready for March business? Is your Spring stock on hand and in good shape? Have you mapped out your window displays, publicity plans and selling arrangements? Now is the time to prepare for the activity in trade that is certain to follow the rather quiet months of January and February. The retailer, who looks ahead, is the one to whom more and more customers look each season to supply their requirements.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Doctors
ANTI-SEPTIC SHOE
PAT 1908 1909 NON PERSPIRO

Made
in
Canada

THE Professor
PAT. NO.  119409
GOLD CROSS SHOE



Ask your jobber to show you "Doctor's" and "Professor" Shoes.

Two lines, Mr. Dealer, whose reputation is firmly established in every section of Canada.

Smart and stylish in appearance, but cut to fit the natural foot without a pinch at any point.

They have no substitutes—there's nothing "just as good," for "Doctor's" and "Professor" stand in a class by themselves, each having exclusive patented features that create sales and satisfaction.

Every dollar you invest in these lines is certain to return with a good profit to your bank account

Now that the placing season for fall is here, ask your jobbers' salesmen to show you "Doctor's" and "Professor" Shoes.

The Tebbutt Shoe & Leather Co., Limited

Three Rivers, P.Q.

"Ritchie Service"

Ten Entirely New Lasts for the Fall Season

*THE
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Shoe*

Your range will not be complete unless you
include some of our big sellers

THE JOHN RITCHIE CO'Y LIMITED
QUEBEC

Kant Krack The Recognized Leaders Dainty Mode

Winners for Fall 1915



Order rubbers with a good reputation and you will experience little difficulty in clearing them off your shelves next Fall.

The samples for 1915 are now in the jobbers' hands replete with new snappy features and comprise a range of styles and shapes that will fill the want of the most discriminating buyer.



We want your order for Fall, 1915, and we ask you to wait and give these brands your careful inspection.



“KANT KRACK”
 “DAINTY MODE”
 “ROYAL”
 and “BULL DOG”

You will have good reason to be satisfied with the choice of your rubber stock if you specify the above names.



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- The Amherst Central Shoe Co., Limited - - Regina, Sask.
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- 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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and
IN-STOCK at ST. THOMAS



CLUB—Stock No. 206

Show your PATRIOTISM by buying
“Made in Canada” goods, and your good
BUSINESS SENSE by using the JUST
WRIGHT IN-STOCK DEPARTMENT.

Eight lines of JUST WRIGHT easy fit-
ting shoes ready for instant shipment.

E. T. WRIGHT & CO. Inc.

ST. THOMAS, ONT

ROCKLAND, MASS.



When You Sort Order MINERS



☞ Everyone of our selling agents will give you the quickest and most satisfactory service that you can possibly secure.

☞ Each agent carries a full stock and is in a position to ship your order the day it is received.

☞ Do not put off your sorting order ; send us your requirements now, so that you will be ready to fill the early spring needs of your customers.



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“DOCTOR’S SPECIAL”

- *Particular men who desire a dressy shoe suitable to coming sloppy under-foot conditions, swear by “DOCTOR’S SPECIAL.”*
- To say that it is a BELL Shoe is to give it the highest possible recommendation for workmanship, quality, and service.

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MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe
“The Easiest Shoe on Earth.”



340—Women's Flexible Leather Sole Juliet, No. A Felt, Grey, Ox Blood, Dark Green, Red.



2018—Men's Kim-Felt Kumfy, No. A Felt, Colors Black and Grey.



2078—Women's Kim-Felt Kumfy, No. B Felt Colors Black, Brown, Red.

MADE IN CANADA

**KIM-FELT,
'KUMFY'S'**



2079—Women's Kim-Felt Kumfy, No. A Felt, All Colors.



2075—Women's Kim-Felt Kumfy, No. A Felt, All Colors.



2077—Women's Kim-Felt Kumfy, No. A Felt, All Colors.



2015—Women's Kim-Felt Kumfy, No. B Felt, Colors Black, Red, Brown and Blue.



2039—Women's Kim-Felt Kumfy, No. A Felt, All Colors.

2016x—Women's Kim-Felt Kumfy, No. B Felt, Colors Black, Red, Brown.

SOLD BY ALL CANADIAN JOBBERS

THE ELMIRA FELT CO., LIMITED

Wholesale Manufacturers Fine Felt Footwear

BERLIN - CANADA



377



305. Women's Flexible Leather Sole Buskin.
Felt, Black Only.



1312



624



628



19

WE MAKE THE LARGEST
RANGE OF WARM FELT
FOOTWEAR IN THE
WORLD



631



52

SOLD BY ALL THE
"QUALITY FIRST"
JOBBERs

THE ELMIRA FELT CO. LIMITED
Berlin - Canada



**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



REGAL SHOES



35 Regal Styles

ALWAYS IN
STOCK



CANADIAN STYLE 1515
Black Calf Blucher
Costs \$3.50

Also in Patent Leather and Button Style in
Black Calf.

If there does not happen to be a REGAL SHOE SHOP in your locality, it would pay you to write us concerning the exclusive local selling rights.

Wherever there is a demand for high class shoes, the REGAL LINE is sure of success.

Regal Shoes are Made-in-Canada

The shapes and patterns are, however, identical with those sold in the 18 REGAL SHOE STORES in New York.

So that in REGAL SHOES you get the very smartest of the world's shoe styles and, at the same time, a thoroughly Canadian line.

Regal Shoe Co., Limited

102 Atlantic Avenue

Toronto, Ont.



RICHMOND, QUE.

The New Army Shoe

However the new Army Shoes prove out in service, our Volunteers will wear the Best Fitting Shoes worn by any soldiers in the Whole Wide World.

Our Government has adopted for their Standard Last a model worked out by us in co-operation with Canada's Finest Shoe Manufacturers, the basis being the United States Army Last changed to meet the requirements of the Canadian Patterns and Service. The United States Government adopted their last after eighteen months of careful experiment, and they purchase and was made on the American Army Last, and they proved so popular with the French Soldiers that the Government was forced to withdraw the shoes from general distribution and only issue them to the officers. We have the Approved Models for the Lasts for the Canadian Army Shoes, and everything turned from them for our customers will have the same Rigid Inspection and Guarantee as if furnished by the Government.



own their Army Lasts, which are made and stamped under Government Inspection.

One of the first large hurry orders made in the States for the French Government

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Price - \$2.50



No. 710—Combination pump, dreadnaught cloth putty shade, with patent colt vamp, welt sole with leather Louis heel, Eden last. Sizes 2½ to 7, Widths A to D.

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No. 957—Putty dreadnaught top, patent vamp, foxing and lace stay, medium light welt sole, Spanish heel, Plaza last—Widths A to D, 2½ to 7.

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Classic
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Welts - - - - \$3.00 to \$3.50
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Welts - - - - \$3.00 to \$3.50
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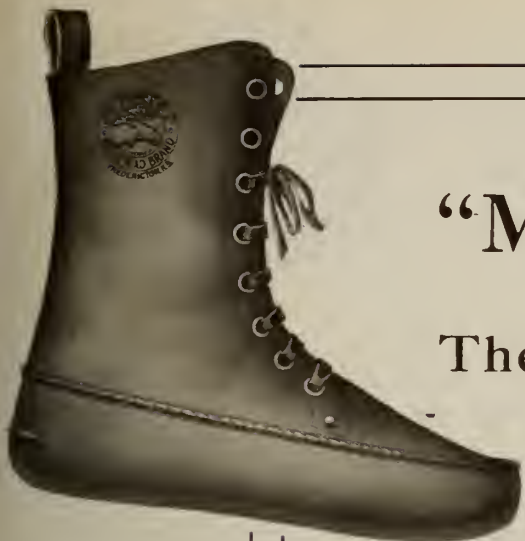
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SHOE & LEATHER JOURNAL

Published Twice a Month

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Changes in Tariff Mean Higher Prices For Shoes

This is the Unanimous Verdict of the Canadian Trade—Tanners Also Advance Prices on Sole and Heavy Leathers Owing to Duty on Hides, Extracts and Greases—Will There Be Any Benefit to the Shoe and Leather Trade as Result of New Tax—Some Opinions That Are of Interest

Shoes will undoubtedly advance in price as a result of the increased duty—not only on the finished product, but on raw material. As to what the increase will be, of course, only time will tell but estimates vary from 25 to 60 cents a pair. Tanners will be compelled to augment the prices of leather in many lines owing to the fact that hides are no longer free and subject to a duty of seven and one-half per cent., if obtained from the United States or any other country, except England, where the duty will be five per cent.

Then the tax on raw material such as tanning extracts, dyes, oils, greases, etc., which have been free, will bear heavily upon the tanner who, in many cases, has to secure practically all his raw product for the finished article outside of the country. It has resulted already in certain lines of leather being advanced, while sole stock has gone up from eight to ten per cent.

Of course this all means a larger outlay on the part of the leather and shoe manufacturer for materials, and in addition the latter will have to pay seven and one-half per cent. extra duty, or possibly a better term is a war tax on many things.

Among the articles which shoe manufacturers obtain particularly from the States and upon which the new duty of seven and one-half per cent. will be imposed are hooks, eyelets, some sole sewing thread, standard screw wire, shoe buttons, pull straps, stays, steel shanks, leatherboard and combination shanks, finishing waxes and polishes, etc., all of which will materially add to the cost of the shoe.

Not So Promising as it Looks

It may be argued, now that the duty on American shoes is really thirty-seven and one-half per cent. instead of thirty per cent., it should result in a great impetus and activity to the Canadian trade, and that the latter should correspondingly benefit. While this may appear very attractive on the surface, yet it must be taken into consideration that were the duty on the finished product that is imported alone increased, the outcome might be a happy one for local factories, but when alongside of this is placed a stiff duty on raw materials, which results not only in the shoe manufacturer paying more for the lines already indicated, but also a great deal more for leather, the picture is not pleasing, or the prospect so alluring.

It is generally conceded that shoes will advance from

25 to 60 cents a pair and wholesalers in the leading cities (who have been importing certain lines from across the border) have already raised their price 30 cents to protect themselves.

Every branch of the Canadian shoe and leather trade, immediately on receipt of the news of the tariff changes from Ottawa became an instant advocate of the "Safety First" movement, particularly in the matter of prices, and can you really blame them?

How Jobber Has Been Hit

One leading jobber stated this week that he had \$15,000 worth of English and American shoes to be delivered which had been ordered by retailers, but had not yet arrived. He would have to pay the duty on these goods, which would amount to \$1,000, and, like all affected by the tariff, simply grin and bear it, but on all future shipments the price for shoes will be thirty cents higher.

A Montreal footwear manufacturer stated:—"This extra tax comes at a very bad time for us. Owing to the dullness in trade and the tendency of the people to economize, there is a clamor for cheaper shoes. We do not like to 'devitalize' our product, so to speak, by putting in inferior materials, and how on earth are we going to gratify this demand for cheaper shoes at a time when the price for all commodities entering into that shoe is going up? You see, we are between the upper and the lower mill stone. To my mind there will be no benefit to the Canadian from the war tariff schedule. We simply have to take it as part of our contribution to the war. We cannot all do the fighting at the front. Some of us have to stay here at home, continuing our business and keeping the wheels turning. The only way we can bear the burden and responsibility is by decreased profits, or financial contributions through the new tax on raw material or finished products. Of course it is a peculiar state of affairs, that when money is scarce and business dull, then the necessities of life seem to go higher. As to how much shoes will advance I cannot tell you at the present time, and anything that is said regarding the effect of the tariff is largely of a speculative nature."

Another leading manufacturer stated that he did not think the added duty would benefit Canadian manufacturers in the least. They had enough to contend with at the present time, without having this imposition thrown at them. It

seems that the industrial concerns of the country have to shoulder unusual burdens, and the only gratification is that every manufacturer is in the same box, and as "misery loves company" that wish is gratified.

The Advance is Imperative

The Murray Shoe Co., of London, remark:—"The addition of seven and one-half per cent. to the tariff will undoubtedly necessitate an advance in the price of footwear; in fact the continued steady advance in prices of leather since early last fall would have made an advance in prices of footwear necessary this coming season, and with an increased duty this raise is imperative. It is too early to say to what extent this increase may go, but it can be safely said that it will mean an average of twenty-five cents per pair on shoes wholesaling from \$3.00 to \$3.50 per pair. Will the increase in the tariff give any new impetus to Canadian trade? This is difficult to answer under present conditions. At the time the tariff was increased to thirty per cent. a slight momentary decline in imports of footwear followed, owing to the hesitancy of the retailer in paying out thirty per cent. on the face value of the invoice before seeing the goods. That feeling soon passed away and imports increased under the advanced duty, and in our opinion we shall have a repetition of the same occurrence. Of course, conditions have changed, but we hardly think there will be any appreciable decline in imports of American made footwear, as the increase of seven and one-half per cent. will be nullified by the increased cost of raw materials to the Canadian manufacturer or consumer, and we heartily think the government will be no direct benefit derived by the tanner, shoe manufacturers or consumer, and we hardly think the government had this idea in view."

Must Face Things Squarely

The Minister-Myles Shoe Co., Toronto, say:—"There is no doubt that the duty of seven and one-half per cent. on hides and other materials must make a difference in the price of shoes. We have already received notice from tanners that there will be two cents per foot on upper leather and at least two cents per pound on sole leather, so that there must of necessity be an increase in the price of shoes. Had the hides been allowed to come in free we have no doubt that the manufacturers would still put out their shoes at the same price and paid the extra on the materials outside of the leather, without charging for it. However, we presume that the government have gone into the matter thoroughly and decided that they needed the money and we must make the best we can of it."

More Business for Canadians

The Cook-Fitzgerald Co., of London, say:—"The increase of seven and one-half per cent. in the tariff on the raw materials which go into the manufacture of shoes will unquestionably mean more business for Canadian factories but it will at the same time call for an advance in prices of the finished product, as the consumer must invariably share the manufacturer's burden. Already the sole leather tanners have notified the trade that there will be an increase in the cost of their product, the advance averaging around 8 per cent. They have had a burden of 7½ per cent. placed on raw hides and in addition the tanners will pay the new levies on tanning extracts and dyes, of which there has been a shortage ever since the outbreak of the war. We are already feeling the effect of the new tariff regulation in an increased demand for our first grade footwear, several of the most prominent dealers in Canada having placed business with us which formerly went to the United States. "Made in Canada" should be all the stronger under the new

conditions. We can admire the Germans as a people for their wonderful ability in building up trade in their own country. The money made in Germany was spent in Germany and was not sent abroad to enrich any other nation or to enhance their commercial prestige. When the people of Canada do likewise we may expect our country to prosper quite as amazingly as Germany, whose trade at home and abroad between 1893 and 1913 quadrupled, her foreign business at the close of the latter year being estimated at approximately five billions of dollars. The prosperity of Canada in a word is in the hands of her own people. If they do their part the country should have a future second to none."

How Berlin Views Matters

Charles A. Ahrens, Limited, Berlin, in speaking of the probable effect of the new seven and a half per cent. tariff says:—"So far as we can see it will make some difference in the price of material. Hides, standard screw wire, buttons, hooks, eyelets, etc., were formerly free of duty. They are all effected now with the new tariff. Hides, of course, will be the main feature. Outside of the above we will be effected very little, as there were never very many shoes imported such as we make."

Gourlay & Fogelberg, Limited, of Berlin, remark:—"This war tax goes into effect at a very opportune time and will increase prices. Just what the increase is likely to be is doubtful and cannot be ascertained until we receive revised quotations covering all shoe materials. As to the new regulations having any tendency toward increasing Canadian sales it depends entirely upon the retailers. If they still think it profitable to pay thirty-seven and one-half per cent. of their American bills C.O.D. then we need not expect any increase on account of the additional tax."

"The additional cost of seven and one-half per cent. on raw materials will certainly very seriously effect the material cost value of a Canadian made shoe," observe W. E. Woelfle Shoe Co., Berlin, "and as shoes in this country have been sold at a very close margin in the past, there will certainly have to be some increase in price, or a drop in quality. We have not as yet reached a satisfactory conclusion as to just how much it is going to effect us so we cannot state any definite figures to you."

Way the Tanner is Hit

"Yes, we have advanced leather," said a leading tanner, "and still we are not even with the increase in the cost of hides alone, not to speak of the extra tariff that is being imposed. To show you that I am correct, I may say that you can take an average light packer hide. Now in the corresponding week of last year these were quoted in Chicago at 18 to 18½ cents. The same quality and weight of hide is to-day bringing 23½ to 24 cents. This is a difference of six cents a pound, which, on a hide of say 55 pounds, would mean \$3.30 extra cost. Then, there is the duty of seven and one-half per cent. to be paid, but I am not referring to that particularly. Now, from this light packer hide of 55 pounds about 45 feet of light finish side leather can be obtained. We have raised the price five cents a foot on such leather and this gives us an increase of \$2.25. Then, from the same hide about 32 feet of split leather could be secured, which, at our advance of two cents, would make about 64 cents. Adding this to the \$2.25 the extra amount that the tanner gets for this hide is \$2.89, whereas the sum he has paid for the packer hide, by reason of the advance during the past year, is six cents or \$3.30, as pointed out. He is, therefore, not within 41 cents of breaking even, not to speak of the imposition of the tariff, which adds considerably more

(Continued on page 32)

Great Injustice Done Canadian Shoe Manufacturers

By Constant Harping of Daily Press on Army Shoe Contracts—Condemnation Too General and Not Founded on Facts
—Specifications Were Followed and Why Should Leading Industry Suffer For Sake
of a Few—Vigorous Defence From a Quebec Firm

Editor SHOE AND LEATHER JOURNAL:—

In view of the continual attacks being made by the newspapers all over the country on shoes made in Canada for the Canadian Government, we think it is the duty of the trade papers to do something to offset the bad impression of the Canadian-made shoes, of which the public without doubt are beginning to have a bad opinion.

On January 30th the Montreal Standard devoted a half of their first page to the "bad boots" that were supplied to the Canadian Government.

Practically not one of these articles you see in the newspapers is fair. As far as we are able to make out these articles are printed without the newspapers first enquiring into the facts and this practice is doing a great deal of harm to one of Canada's largest industries, for no reason whatever, except perhaps a political one.

We enclose copy of a letter which we wrote to the editor of the Montreal Standard, protesting against a continuation and rehashing of this subject which, as a matter of fact, has been settled long ago by the Government itself and there is therefore no longer any need to have the subject brought up any further.

Yours very truly,
THE JOHN RITCHIE Co., LIMITED.

Quebec, February 3rd. J. E. Warrington, Treasurer.

The letter sent to the Montreal Standard follows and speaks for itself.

In view of the large amount of money being spent by the Canadian manufacturers to advertise and create a demand for Made-in-Canada goods at the present time, and in justice to the Canadian shoe manufacturers in general, we feel we cannot longer allow to pass unnoticed the continual attacks of the newspapers of the country, and especially an article appearing on the first page of the Standard of January 30th last, regarding the boots supplied to the Canadian Militia.

In the first place the Canadian shoe manufacturers simply followed specifications given them by the Militia Department.

In the second place, neither the Militia Department nor the manufacturers had any experience as to the kind of foot-

wear that was necessary for use in Europe, nor was there time between August 1st, when the war started, and the time when the First Contingent was ready to be equipped, to find out the best boot and make the shoes or the contingent would have had to sail without boots. The only thing to do was to take the same boots that have been in use in this country for many years and the same that went through the Boer War and also practically the same boot as is used by the United States Army. You will therefore notice that all our experience has been with boots for dry countries only.

Since the boots supplied did not stand the wet and mud they were subject to in England, the Government appointed a committee to enquire into the causes, and no more boots were bought after the first complaint had been received, and any further ones to be supplied to the Canadian soldiers will be as good as any made in England or anywhere.

The boot and shoe industry is one of the most important in Canada, employing as it does about 20,000 people in the factories alone, to say nothing of the number employed in allied branches of the trade. That the newspapers should be continually attacking the manufacturers in general who supplied boots to the Militia Department is a great injustice to the large majority who supplied boots that were entirely satisfactory and up to specifications and were as far as any one knew the best that could be furnished.

This continual newspaper talk has already done a vast amount of harm and will do a great deal more if persisted in, especially at this time when we all are doing all we can to keep our Canadian help employed and establish a demand for Made-in-Canada shoes. The worst part is that we all suffer for the mistakes of a few.

Instead of condemning all the factories concerned why not go to Ottawa and get a copy of the report of the experts appointed by the Government. All the facts are there, and then get after the manufacturers who were at fault, if any, and give the credit to the ones who did their part to the best of their ability instead of all this talking about reports, etc., from reporters and others who know nothing about the facts of the case.

Yours very truly,
THE JOHN RITCHIE Co., LIMITED,
J. E. Warrington, Treasurer.



INTERIOR VIEW OF THE SHOE STORE OF JOSEPH C. BARKEY, STUFFVILLE, ONT.

How to Keep Frost From the Footwear Windows

Some of the More Common Methods That Are in Use by Merchants—Very Important From a Selling Viewpoint to Keep Windows Clear During the Frosty Weather

In making plans to keep your shoe window clear from frost, first determine the cause and then hunt out a suitable method for removing it. There are several ways of preventing frost from collecting on a show window. Most are only temporary. The best and most effective method is to follow some plan that will enable you to maintain the same temperature both inside and out. This necessitates a current of air from the bottom to the top.

When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it.

To make the course sure it is essential that the background be built clear up to the top of the ceiling and be as nearly air-tight as possible.

There Must Be Good Ventilation

As for this the proper ventilation of the window is of the highest importance and the window should be so made that holes can be bored along the frame at the bottom, also at the top. The cold air will go in at the bottom and warm air go out at the top, thus keeping the temperature practically the same as that outdoors. If there is sufficient ventilation the frost will not form on the glass. The holes should be covered with a screen to keep dust out. In the hot months the holes can be covered with strips of wood nailed on the back.

In cases where the windows are not modern ones, or if the floor is even with the lower part of the glass, another plan will have to be used. This consists of boring a hole in the wall under the glass and placing in it a tin tube, or piece of elbow stovepipe, covering the outside with fine screen to keep out the dust. This should open up through the floor. Then bore holes at the top so as to get plenty of circulation of outside air. Paper or cloth must not be placed over the openings because that would prevent the circulation of air.

There is a store in Hamilton, Ont., where an original idea has been used. Small openings have been provided above the plate glass in the sides of the window. The openings are about 6x16 inches, and are hinged at the top. They swing inward, and are operated from the interior of the windows. They can be kept open sufficiently long to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

The Gas Pipe is Expensive

Meat shops frequently use a gas flame. The gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive. Another plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Other plans consisting of rubbing the glass with glycerine have been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.

Another method is found in the use of double windows.

The placing of a second plate glass outside the permanent one, making an airtight compartment, is effective in preventing frost, because it keeps the air between the windows at a sufficiently medium temperature to overcome the cause of frost. This plan has a disadvantage in that it obscures the view of the goods displayed to a certain extent.

Frosty Windows Entail Loss

The loss entailed by the frosting of windows makes the question of proper construction of the store front an important consideration. First, the windows, to produce best results, should be enclosed from the store proper and the enclosure should be practically airtight. Second, air from the outside must enter the window near the edges and at the surface of the glass in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted in order to absorb the moisture.

Mr. Perkins Returns Home

John Perkins, of the firm of Duchaine & Perkins, shoe manufacturers, Quebec, who went to Europe some two months ago, in the hope of obtaining orders from the Governments of the allied nations for military boots for their respective armies, returned to Quebec a few days ago, with the following account of his travels.

He arrived in Paris on December 20th, and was somewhat handicapped by the holidays, but managed, nevertheless, to see the right people for the information he desired. It has been discovered that it is useless for the Canadian, or other manufacturer, to send his samples to France in the hope of having them accepted by the Government. There is a standard pattern of army boot for the French troops, and only that make will be accepted. In consequence, those who wish to make boots for the French army must get the necessary samples and patterns and make their goods on the lines prescribed by the French authorities.

Mr. Perkins has brought back samples of the French boot with him, and it is hoped that Quebec factories may be able to do something with them. A large number of French orders have been placed in the United States, where factories are quoting some two cents per pair less than the Quebec factories seem prepared to work for. But as the French army requires between two and three million pairs of boots per month, it is hoped that Quebec may get a chance to make some of them. As for England, that country is manufacturing all the boots it needs for its troops itself, and even supplying some to France.

Concerning the famous 300,000 pair order which caused so much excitement late last fall, Mr. Perkins explained that he had learned from Hon. Dr. Pelletier that the boots were required for the Belgians, and that the order had been given to the United States on account of low prices. Although no orders are actually forthcoming as yet, it is felt that Mr. Perkins' visit has opened the way for negotiations with the French authorities on the boot supply question. He was very well received everywhere, and it is hoped that in the near future something material may come of his trip.

James Carlisle died recently in Hensall, Ont., where he had resided for many years. He was a shoemaker and was well known up to the time of his retirement seven years ago.

Some Chats With the "Boss" and the "Bossed"

Gives Commission for Night Work

"Yes, I have solved the clerk night work problem to the satisfaction of myself and the men under me," remarked the manager of a leading Toronto store the other day. "When I engage a salesman, he is hired to work in the morning from 8.30 till 6 at night, including, of course, Saturday evenings—that is, his regular weekly wage covers that portion of time. We do not ask any of our men to labor at night, and take this extra time out of them, under the plea that their regular weekly salary covers night as well as day work. What we do here is to give each clerk who cares to work five per cent. on his sales after six o'clock in the evening. This is fair to the establishment and to the salesman. It enables him to make extra money, as he feels that he is being paid for overtime, and if business is brisk he shares in the results.

"Some of our clerks make four and five dollars extra every week for several months in the year, and they take turns about regarding what nights they will come back. I think this is the most satisfactory plan for keeping open nights."

* * *

Getting Rid of Unsatisfactory Help

"Yes," remarked a traveler, "here is the fault I have found with a number of shoe bosses and heads of departments. They do not know how to reprimand in an effective but quiet way. There is nothing gained by the average man who is constantly shouting, browbeating, over-awing or stampeding. A far better way is to have a quiet talk or chat with a man—point out his defects or negligence in private. Tell him how and where he can improve and give him a fair chance to think over the situation. After a certain number of peaceful conferences, if he does not mend his ways, or come up to your requirements, then get rid of him in the best and simplest way possible. It is better that he should leave you on good terms, and that you let him out with as little friction as possible. The strong man in the shoe trade to-day, whether in the manufacturing, wholesale, or retail line is the one who has command of himself, who never gets fussy, who does not raise and lower his voice like a fog horn and who is at all times master of the situation around him. He is then competent to think clearly and lead encouraging. The hot-headed, go-off-at-half-cock, up-in-the-air, do-not-give-a-hang individual never accomplishes a great deal, and after his 'spasm' is over, he feels that he

has lost ground or self-respect. 'Be cool, calm and considerate' is a good motto in the shoe business, as well as in many others."

* * *

Give Customers Daylight Deal

"I always tell my clerks to give every customer a daylight deal," declared a King street shoe dealer, of Hamilton, the other day. "It does not pay to hold back anything. If there is a defect or shortcoming in a shoe, in the upper, the sole, the heel, the stitching or lasting, why, inform the customer. Do not show him one good shoe and leave him to find out the blemish in the other one after he gets home. Either he comes back in an angry frame of mind and demands satisfaction or he will never go near you again. The only fair, square plan is to tell him at the outset just why you are selling a certain style or a certain pair of shoes so much below the regular value. When a patron buys this pair, he is doing so with his eyes open, and he respects you for your candor and straightforwardness. I tell you, the daylight deal pays every time in both satisfaction and future returns. Never let a defective shoe go out of your establishment without telling the customer about it. If, by some means, it has got by you, and you are asked to make good the defect or refund the money, why, do so, cheerfully and conscientiously."

* * *

Do Your Remonstrating in Private

"I stepped into a shoe store the other day, when things were quiet in the morning. The boss, in going around, found, on opening one of the cartons containing a lady's patent button shoe, that they were mismated. He called to Smith, who was second in charge of the ladies' department, and asked him who was responsible for such crass carelessness. Smith admitted that he might have made a mistake in putting the pairs back in the boxes, for on the previous afternoon he had been very busy. Then Brown, the boss, proceeded to berate him in loud and uncomplimentary tones, calling him down before the other members of the staff, very much the same as a navy foreman gives directions to a gang of track ballasters. No wonder this man never has any control over his staff—that his employes never have any respect for or confidence in him. He seems to take special delight in over-riding or assaulting a man in public and making him feel humiliated and chagrined. He has let himself loose more than ever particularly since the War,



AS IT WILL BE IN THE "SWEET BYE AND BYE"

knowing that positions are scarce and men will endure a great deal which they would not under normal circumstances or in prosperous times."

* * *

Order in Stock Arrangement

"I believe in good stock arrangement," remarked a leading Quebec retailer the other day. "It is important that salesmen should know the stock and all my staff must know the goods we have in hand as well and as thoroughly as they are acquainted with the alphabet or the multiplication table. I do not want a man in my service who will not learn stock down to the finest detail, as he has only a perfunctory interest in his work. On busy days much time can be saved thereby and this lessens my wage bill, which is a considera-

tion during the present trying times. I have tried all sorts of systems, groups, sizes, leathers, lots, up and down, and dear knows how many. The shelving on the women's side, for instance, holds exactly 250 perpendicular rows of uniform cartons. There is just one style in each row, but a pair of every size and width—that is a full run of sizes. Each size and width in every row is in exactly the same position in the shelving—the smallest on the bottom and the largest on top. There are twenty-five divisions or sections of the shelving, each holding ten rows or styles of shoes. We allot one hundred numbers to each section or ten for each style, any one of which may be used to describe it. Section one is at the rear and section twenty-five at the front of the store."

What Does the Merchant Owe to His Staff of Clerks

He Should Encourage Members of the Service and Make Store Life as Pleasant, Comfortable and Healthful as Possible—Advantage of Salesmen Owning Their Own Homes—Responsibility Does Not End With Pay Envelope

"Too few writers in the trade papers ever touch upon the responsibility of the merchant to his employes. In the manufacturing field we find things just the opposite. There is, perhaps, too much being written on 'welfare work' among the manufacturers of some classes of goods. Still this is a live subject, whether for the merchant or the manufacturer. Every employer has a certain amount of responsibility upon his shoulders which is increased in ratio to the number of his employes," says the "American Merchant."

"In manufacturing plants where there is great danger from carelessness upon the part of the employes the employer is installing safety devices as far as possible. During the past year or two there has been a great advance in this respect. The State laws have been amended in many cases compelling the manufacturer to do certain things for the safety of the workers. But there are no laws compelling them to look after morals of the employe. But they have a great responsibility in this respect just the same. And so has the retailer.

A Good Business Policy

"Merchants are expected to treat the clerks civilly. It is good business policy to do so. He is not expected to pry into the private affairs of each clerk. But on the other hand, he is responsible for the well being of the clerks and if he finds, too late, that any man, or girl has had a burden too heavy to bear and has gone wrong he might well blame himself for not finding out in time. No merchant should endeavor to get all he can out of his clerks and care no further about them. The merchant should endeavor to assist and encourage all his employes, of every grade. He should try to raise them to a higher plane of life than that in which he has found them, instead of allowing them to drop backward.

"Some merchants think that when they pay off the help on pay-night they have done their duty to them. Well, that depends. If a clerk spends his wages in riotous living instead of taking care of his family it is the merchant's business. In fact it is the merchant's business to know what kind of a life his clerks are living. They are entrusted with hundreds of dollars worth of merchandise every day. This must be safeguarded in some way. It is safe with a man who lives a clean life. It is a problem whether it is safe if a man frequents a saloon, the dance hall, cigar stand, the brothel, or any other questionable place, during his recreation hours.

"Every married man who does not own his own home should be shown the advantage of doing so. He should be shown how much a home really means to a man and his family. He should be given every facility to make the purchase, even to small loans for the purpose. Homes can be purchased on an installment plan that is equitable, and as the years roll on the rent that is paid liquidates the debt and the home becomes the renter's.

"About twelve years ago the writer heard a merchant advise one of his clerks not to buy a home until he could make a substantial payment down and avoid paying so much interest. One clerk in that store at that time did buy a home and paid but \$50 down. He had to pay six per cent. interest and only \$93 on the principle, as he was paying only \$15 a month. But he was paying no more rent for the house than one he had lived in and some day he would own it if he kept up his rent. If he had lived in the other house 100 years and kept paying his rent regularly, he would not own a brick of its foundations, nor a shingle of its roof. This man is to-day worth \$10,000, and he has worked as a salesman at ordinary wages, but the property that he first purchased had increased in a few years so much in value that he sold his contract and made enough to buy two houses and living in one he rented the other. Again the years brought him an increase and he sold the house he was renting for a price that gave him two more in a cheaper locality but good income producers. In fact the two houses, outside of the few hundred that he paid down to secure them, will cost him nothing; the rents will pay off the indebtedness.

What a Saving Clerk Did

"The clerk who took his employer's advice started to save his money and after he had a couple of hundred dollars put away in the bank the bank failed and he lost almost the whole. He started over again. But always when he had the first hundred or two, something happened that he had to lose it, or use it, which amounted to the same thing to him. He tried hard for several years to get enough to purchase a home, so that he would get the deed to it, even if he had to mortgage it for a part of the price. But he never got that far. His fellow worker did so well that he finally went and did likewise. He purchased a home on contract and to-day has it nearly paid for, and it is worth nearly double what he paid for it at that.

"Every married clerk who owns his own home is a safer man to employ, he makes a safer and steadier employe. There is no one element in human life that is more conducive

to a love of home and the home life than the actual ownership of that home, even though it be of the humblest type, and it is only owned in name and not in deed. The purchase of a home has the effect of making the owner more dependent upon his own energy and integrity, because he knows that on that energy and integrity rests the sincerity and welfare of his family. The man who has merely the obligation of a monthly rental is most likely to yield to temptation, where the man who is paying for a home, or owns one already, will brush aside the thought when he considers the progress he has made in life's battle.

The man who owns his own home, and the wife who is his partner, will do things to add to the comfort and attractiveness of that home which they would not know in a rented house, and as the homelike feature of their little possession grows on them, so will their appreciation of the better elements in other things broaden and develop.

Making a Good Citizen

"The man who is a good citizen in the fullest sense of the word feels no little pride in the fact that he can stand up with other men in the community as an equal and not merely as a subordinate. His feelings of ownership will encourage him to broader views and the man with the broadest view of life makes the best clerk.

Why Some Hold Back

"The advantages of owning one's own home and the opportunities for doing so are so great that it is a wonder more men earning a steady income do not take advantage of the many opportunities that must come to them. One reason why some men do not care to tackle the home proposition is that it is a burden to carry the debt of a home on the shoulders, when they buy a home like they wish to possess, which is usually too expensive a one for their income. Because they cannot purchase a mansion, they will never own a home. The merchant owes it to the clerk to make the store life as pleasant as it may be for each of them. He owes it to them to make it as comfortable, as healthful and as elevating. Encourage the clerks to become good citizens and you safeguard your own business better than all the insurance companies can—and the price is far less."

Guessing When Clock Would Stop

A leading eastern shoe firm recently put on an "Eight Day Clock" contest which created a great deal of interest and valuable advertising for that firm.

On December 19th, 1914, an eight-day clock, one selected from the stock of a well-known jeweler, was placed in their window, and on noon of that day was wound up and set going.

A double card was furnished to anyone desiring one who called at the store. It was not even necessary to make a footwear purchase. The only restriction was that one guess was allowed a contestant, and employes were barred from the contest.

At the store a form on half of this card was filled out by the contestant, torn off and placed in a box at the front of the store provided for the purpose.

This card read thus, "The Eight Day Clock displayed in window and which was started at noon Saturday, December 19th, 1914, will stop on December.....at.....a.m.p.m. Name.....Address....." December 16th was the last day for registration.

Three prizes in all were offered, consisting of a handsome cut glass water set, a six-dollar pair of shoes, and an order for \$3.00 worth of goods. The clock ran for nine

days ten hours and sixteen minutes and there were over 3,000 names received.

Speaking to SHOE AND LEATHER JOURNAL the manager announced that the contest was a success in every way, as the idea was not to secure actual buyers but to secure advertising and good mailing lists as well. From these viewpoints it was very gratifying.

The firm believe that a good reliable mailing list is one of the very best assets that a live progressive house can have. They can trace many direct results to literature sent through the post.

Each year this firm place aside a certain appropriation for some type of advertising. A different form is used each year for the purpose of comparing and finding out which gives the best results. "It is strange how suspicious some people become and view a contest of this kind," said the manager. "I had a neat card prepared with the prizes, all ready to fill in the names of the winners, before the close of the contest. Immediately at the close of the contest I had these printed in attractively by the same person and had it in the window a short time after the clock had stopped. This made some think it had all been 'fixed.' Retailers are always up against the suspicious ones in contests of this kind," concluded the speaker.

Now Looking After Ontario

Edmour Brosseau, who has been covering Quebec and the Maritime Provinces for the Canadian Arrowsmith Manufacturing Co., Limited, Niagara Falls, Ont., has been given the ground from Montreal to the Soo formerly looked after by L. R. Creveling, who is no longer in the employ of the company. The Maritime Provinces will now be covered by A. G. Waters and Western Canada will be supervised by J. B. Meyer. Mr. Brosseau began his career in the footwear



realm some twenty years ago, and has never departed from his first choice. He was for several years engaged with a number of leading firms, among them being Henry Morgan, Geo. G. Gales & Co., the Walk-Over Boot Shop, and the Slater Shoe Stores in Montreal and Toronto. Mr. Brosseau is a good salesman and possesses a gentlemanly manner and kindly disposition, which win for him the esteem of all with whom he comes in contact. He is an experienced and thorough shoeman in the best sense of the word.

How to Get at Facts in Your Annual "Turn-Over"

Departmentize Your Stock Into Units and Each Year at Inventory You Can Place Accurate Valuation on All the Lines Carried—Keep Your Finger on the Pulse of Your Business at All Times

"I would suggest if the method you are using does not show a 'turn-over' of at least three times a year, that you either change your method, or get busy on your books. If you are not turning your stock this number of times, I won't say you are losing money, but you certainly are not making as much as you should.

"It is all very well to talk of doing business 10 to 12 years ago on 15 or 16 per cent., but one would be phenomenally clever if he could keep the cost down to 23 or 24 per cent.

"Now, as you well know, the real value in 'turn-over' is in the fact that it tells you just what has taken place, and not what ought to have taken place. What we wish to know is the actual number of times our money has turned over. For this reason alone, if for no other, we ought to exclude any method that does not give us these figures accurately and positively.

Getting at Definite Facts

"A method used to advantage for a great many years, and one that is practical and simple, considers the gross profit as a negligible factor, and concerns itself solely with net cost and gross business. Supposing we find at the end of a current year our gross business totals up to \$60,000, and that the original net investment is \$20,000. We divide the net cost into our gross business. We find subsequently that we have turned our stock three times.

"This method, I believe, is generally employed throughout these United States. Although accurate enough in a crude way, it does not answer the purposes of the man who wishes to know the whys and wherefores of his business.

"But a merchant is no longer satisfied with the mere knowledge of his 'turnover,' or that his business has increased the customary 5 per cent., or that his bank deposits are so much greater than the previous year. To the modern business man such knowledge means nothing. What he wants to know, and what he insists upon knowing, is why his 'turn-over' is three times, why his interest is 5 per cent., and why his bank deposits are so much greater. He desires to know more of the causes and effects of his business; consequently, he invents methods and conceives systems that give him this necessary detail knowledge in a concise and practical way.

The Lines That Make the Money

"You know that in your stock there are lines that move with greater rapidity than others. These are the lines that you are making money on; these are the lines that bring your 'turn-over' up; but did you ever stop to consider what the slow moving lines are doing—just what their effect is on your business? If you consider long enough, you will come to the inevitable conclusion that these latent lines are costing you money, and this deficit not only does not appear on your inventory, but you are only vaguely aware that it exists.

"When one figures in gross numbers, one invariably falls into gross blunders, and to my mind, when we remember that net profit of shoe business is perhaps the smallest of any line, it is unscientific to figure our 'turn-over' in this crude fashion.

"As a means, then, to mitigate this uncertainty of our figures, let us first departmentize the stock into units, then let each unit correspond to a line, and instead of figuring our 'turn-over' in bulk, let us figure the number of times each

unit turns. The advantage of this lies in the fact that each year, at inventory, we can place accurate valuation on all various lines of shoes we carry.

Dividing the Stock Into Money

"For example, we find that one unit has turned four times; while counteracting this there is a unit that has only turned three times, another unit that has only turned twice. (We will take it for granted that each of these respective lines is complete.) Evidently with these figures before us, we are not going to place the same valuation on the unit that has turned two and three times as we will on the one that turned four times. If we consider the valuation of the unit that turned four times at 100 per cent., then the unit that turned three times can only be valued at 66 per cent. and the one that turned twice at 50 per cent. The result is, we no longer have to guess at the relative values. Our 'turn-over' by units tells positively and correctly just what each unit is worth. It is not necessary to hypothesize about what certain lines ought to be valued at; we know just what the value is.

"Naturally, amongst these lines that show a loss there are some we cannot dispose of. We have to carry them for expediency. They are lines that move not even once a year, yet they are the lines that we have built out business on, and we must keep them in our general stock for this reason. Even here, nothing should deter us from putting down in black and white just what these lines are setting us back, and the loss should be charged against some expense item, such as rent, advertising, etc.

"In conjunction with the above system, I would suggest that in order to keep your insurance value a reserve inventory account should be opened, and the per cent. deducted on those dead lines that must be carried placed on a 'reserve for inventory' account.

You Are Part of Your Business

"Never for a minute entertain the idea that some one else knows your business better than you do. You know your business best, all opinions to the contrary notwithstanding. You yourself, are part of your business; you have watched, studied, experimented with it for many years; and it would be ridiculous for me, because a certain method has proved satisfactory to me in the past, to recommend it for your business. True! it might prove of benefit, but as a rule, one business is so different from another, is operated under such entirely dissimilar conditions, that it is always well to employ methods and systems that spring spontaneously from one's own business.

"Therefore, in this matter of 'turn-over' I do not advise nor urge you to employ any of the suggestions I have offered, unless you feel that they are directly applicable, can be employed advantageously, and will be of benefit to your business.

The Pulse of Your Business

"But this I think I can say without fear of successful contradiction, that the man who has 'turn-over' clearly and coherently in his mind has his finger on the pulse of his business, and will note any change or deviation more readily and effectively than the man who gives his 'turn-over' only casual concern."—John Slater, of New York, at the National Shoe Retailers Association.

Showing Some Big Style Hits

James F. Clark, treasurer and sales manager of Clark Bros., shoe manufacturers, St. Stephen, N.B., was in Toronto this week on his way east from a successful business trip to the west, where he visited all the principal cities, going as far as Vancouver and Victoria. He had with him a fine range of samples which have taken well with the trade. The new factory of the firm is now in full running order and the capacity of the plant has been doubled. In the splendid selection are seen several samples of the popular new military lace shoes, with whole quarters and gaiter effect, in fawn, taupe, nigger brown, London smoke, sand and shepherd's plaid cloth. Toes are for the most part plain and vamps of medium length. The models, which for style, finish, flexibility and snappy appearance are the classiest ever turned out by the company in the line of high grade McKays and imitation turns for women and growing girls, carry the Louis, kidney, spool and military heels. Patent is the leading leather but there is also a representative showing in gun metal, kid and other leathers. There are nine up-to-date lasts, five of the best selling ones being retained from last season and four new ones being added. The latter embrace the Stage, the Mary Jane, a broad square effect for growing girls, and a new medium recede toe. Clark Bros. claim to be the first firm in the Dominion to produce the new military effects in women's lace shoes with cloth quarters and eyelet rows and piping of the same leather as the vamp, and their enterprise has been fully appreciated, judging by the large number of orders booked. The best oak tanned leather is used for both outer and inner soles and also oak counters, while for topping in all leather shoes, full grained matt calf is employed exclusively. Two striking models displayed were in bronze kid one with fawn and the other with London smoke quarters carrying solid leather Louis heels. J. R. C. Struthers of Winnipeg is now representing Clark Bros. in the western provinces, R. L. Savage in Ontario and Quebec, and Everett Hanson, of St. Stephen, in the Maritime Provinces.

Leather Man Killed in Action

Another Montreal soldier has been killed while serving with the French army against the Germans. This is Calixte Galibert, son of C. Galibert, of C. Galibert & Son Company, tanners, 1123 St. Catherine street east, Montreal, who was in the thick of the fight. His father has gone to France to learn particulars, but so far no further news has been received from Mr. Galibert, sr.

Although born in Montreal, Calixte Galibert came under the French military law because of his parents being citizens of France. He left Montreal in October to join the forces. He was thirty-seven years of age. The deceased was killed at Bellincourt in the Argonne, France.

Nice Showing in Men's Shoes

George A. Fortin, manager of the Drummond Shoe, Limited, Drummondville, Que., was in Toronto last week on business. The firm have opened sample rooms at 32 Church street, Toronto, which are in charge of S. G. Best, who will look after the selling end in eastern and western Ontario, while E. A. Chalk will cover north-western Ontario for the firm. Three new lasts have been added for the coming season, one being of the recede toe type, another of a narrow, semi-recede character and a third a wide, full toe, built on the principle of the new army last, with slightly more swing to it. The leading leathers are gun metal, velours and patent, with a generous showing in nut brown and mahogany tan. A number of cloth tops are presented,

as well as stitched and corded tips. There is also a fine showing in rubber sole and heel bluchers, bals and oxfords, some with spring heels. The range is most comprehensive in character and evidences first-class shoemaking, being made to retail at a very moderate price.

New Tannery in Operation

The Woodbridge Tanning Co. have leased the John Abell foundry building in Woodbridge, Ont., for a term of years and are converting it into a leather factory for tanning sheepskins. The structure is 220 feet long by 40 wide, two and a half storeys high and is admirably fitted up for the purpose. The necessary plant is now being installed and the initial output will be fifty dozen daily. It is expected that operations will begin about March 1st and only two colors will be turned out—black and russet for shoe linings and facings and the fancy goods trade. The process will be the still vat combination tannage and the company will tan and finish stock for the Canadian customers of A. F. Clapp & Co., of Boston, and the Helburn Leather Co., of Salem, Mass., who have been represented in Toronto and Ontario for the last three years by Ed. R. Lewis, who is one of the principal promoters of the new industry. He will have associated with him Robert Bennet, of Toronto, as office manager. Mr. Lewis is thoroughly experienced in the practical as well as the selling end of the business and will continue his sales offices at 21 Scott street, Toronto.

Promotion For Live Shoeman

A. L. Wright, who for some time has been on the staff of the J. J. Haines shoe houses, formerly at Napanee and latterly at Smith's Falls, has been promoted to the important position of manager of the latter branch. Mr. Wright is an experienced and thorough going shoe man, who has had a wide experience, covering several years. He was manager of A. W. Redden & Co. at Glace Bay, N.S., and was later with Robert Neill of Peterboro, and Goodwins, Limited, Montreal. He has devoted special attention to window dressing, advertising and stock keeping as well as all other branches of the business and has written a number of able articles on trade topics for the SHOE AND LEATHER JOURNAL, as well as carrying off on different occasions premiums in window dressing and other competitions. Many friends in the trade will congratulate him on his well deserved promotion.



IN THE SAMPLE ROOM WITH ORDER BOOK IN HAND IS SEEN JOHN HURLEY OF THE W. B. HAMILTON SHOE CO., TORONTO. THE SHOE BUYER IS HUGH STONEHOUSE, OF STONEHOUSE, McDUGALL & MOORE OF WALLACHBURG, ONT.

Boston Last Co. Hold "At Home"

The Boston Last Co. invited their friends and customers and the citizens of Richmond with their families, to view their new addition and improvements on Saturday afternoon, February 13th, from three to five o'clock. This was particularly gratifying to the townspeople, as the Boston Last Co. is Richmond's banner institution and its largest manufacturing plant.

Twelve years ago Richmond had on its hands a manufacturing plant in which a wood working establishment had failed. They were anxious to get a new industry, opened negotiations with the Boston Last Co., and finally agreed to grant them the use of this brick mill and the land and auxiliary buildings for a term of years free of taxation. The Boston Last Co. expended \$10,000 additional in building brick kilns, block house and a power plant, which was paid back to them by the town in yearly instalments. In the next ten years the Boston Last Co. had built a fine last plant, large block storage houses and one addition to their fine factory. A year ago it was demonstrated that they again required to increase their accommodation and the town unanimously voted to grant them a free deed of all the town's interests in the plant under the condition that they would make the improvements contemplated, and it was granted the citizens of the town and their families the privilege of viewing these improvements on February 13.

The extension of the fine last factory is 40 feet square and two storeys high, making the whole factory 163 feet long, 40 feet wide and two storeys high, with the addition of brick engine room, boiler house, and tower for the elevator and toilets.

On the lower floor as the visitor enters the factory in front is a hall with a cement floor, arranged with seats around the sides. This is comfortably heated and the only smoking that is permitted the men is done here at the noon hour. At the right of this hall is the entrance to the stock room, which is directly under the offices, and here is kept all the special trimmings that go into the making of suitable lasts for factory use.

At the end of the hall is the entrance to the turning room, which is 100 feet long, with cement floor, on the right being thirteen special Gilman lathes, all in perfect line, and back of them the auxiliary machines for sawing blocks, grinding cutters, etc. On the left are block bins, entrance to the elevator, and at the farther end machine shop, and entrance through the machine shop to the engine room. At the end of this room is a special section (the lower part of the new addition) 40 feet square, specially equipped for the storage of the surplus kiln dried blocks. This is specially arranged as to ventilating and heating so that the blocks are kept at even temperature, no matter what the state of the weather outside.

From the front hall the stairs lead up to the main work room and offices. The offices consist of the main rooms Manager Campbell's office partitioned off in quartered oak, the model room, grading room, and the superintendent's office, with doors between.

The main work room 140 feet long and 40 feet wide, with no partitions, is painted white, both walls and ceiling (as is all the rest of the factory) and has for decorations on all clear spaces on the walls nicely framed pictures of the latest styles of shoes. The floors are all hard wood.

The visitors were greatly interested in the art of manufacturing lasts. They were furnished with guides who explained to them the process of making logs into the rough turned last blocks, the air drying of same in the block houses. They inspected the kilns in which were 100,000 blocks in process of curing, and then the special bins in the factory for the last tempering before using. They followed the different processes commencing at the turning lathes on the lower floor, and then on the upper floor all the special

machines, starting at the right hand side of the factory, and going round in the regular order through the forty processes before they reach the shipping benches where the final marking and packing are done. They were specially interested in the manufacture of the hinge lasts and the complicated machines for making the same.

As they reached the shipping bench on their tour of inspection they were invited by the ladies of the office to partake of the refreshments.

That the opportunity was appreciated was shown by the number of visitors entertained. The Boston Last Co. extended this opportunity as they necessarily exclude all visitors during the regular working hours, but took pride in having inspected the largest manufacturing plant making exclusive fine shoe lasts on the American Continent, and showing what are the modern requirements for a manufacturing plant as to lighting, heating, ventilating and dust collecting systems, automatic sprinklers and safety appliances, enabling the help to do the best work under the very best of conditions.

Big Shoe Firm Sues for Libel

Ames-Holden-McCready Limited, Montreal, have entered suit for \$250,000 against C. J. McCuaig, stock broker of that city. The action is one for libel, the plaintiff claiming that it has suffered to the above extent, as a result of utterances alleged to have been made by the defendant, concerning the quality of boots manufactured by the plaintiff for the use of the men of the first Canadian contingent.

The Ames-Holden-McCready Co. was entrusted by the government with a heavy rush contract, immediately subsequent to the outbreak of the war.

It states that in connection with the government contract for the supply of boots for the contingent, there were at all times during the execution of the contract government inspectors on hand in the factory to see that the work was properly executed and that the materials called for in the specifications were used.

The Ames-Holden-McCready Co. was entrusted by the government with a heavy rush contract, immediately subsequent to the outbreak of the war. It was but one of many contractors who secured a slice of the Militia Department's order. After the members of the Canadian contingent had reached England, complaints were made concerning the quality of many of the boots supplied the overseas forces and, it is claimed by plaintiff that defendant coupled the name of the firm with the defective footwear in such a way that the good name of the company as manufacturers of shoes has been injured.

The company wishes to bring the matter to a head. Hence the suit.

In support of its action, plaintiff points out that it is a long established firm with country-wide operations. It does an extensive business in every part of the Dominion and in the trade has enjoyed a reputation of the highest character.

It states that in connection with the government contract for the supply of boots for the contingent, there were at all times during the execution of the contract government inspectors on hand in the factory to see that the work was properly executed and that the materials were of the quality called for in the specifications. Every pair of boots was examined by the government officials and none was accepted without having been previously approved of by the representatives of the federal authorities.

L. Levinson won the first prize, an M.A.A.A. watch fob at the weekly bridge competition held at the M.A.A.A. Clubhouse, Montreal, last week. W. P. Hodges, of George A. Slater, Limited, won the second prize, an umbrella.

Alleged "Boot Scandal" to be Subject of Rigid Inquiry

Parliamentary Committee Appointed to Make Searching Investigation—England Has Boot Scandal Too—It Seems to be One of the Results of War—How False Reports Have Injured the Trade as a Whole

Canada is right up-to-date in the matter of army shoes. Do you doubt it? Well, for some weeks there has been a military footwear scandal. They have one in England too and if the fair Dominion follows faithfully in the footsteps of the Mother Country what patriot or imperialist can complain?

"There has never been a war in recent times in which a boot scandal has not been raised," exclaims the Shoe and Leather Record of London, England.

Well, well, and we in Canada are right in line with you abroad. To show how hollow, senseless and prejudiced much of the comment and observation on army shoes in the Canadian press has been and that they have the same trouble "over 'ome" we quote from the Shoe and Leather Record the following:—

Eager for a Shoe Outrage

"We are in entire agreement with those who denounce bad Army boots, and when any evidence is forthcoming respecting the alleged defects of the boots served out to the men who are fighting for the Empire in France we shall be ready to examine it with a view to testing its value. But there appear to be indications of a desire to work up a boot scandal on evidence which is of the most shadowy kind, while some charges are made without evidence of any kind being adduced in their support. But although many of the stories circulated carry their own refutation, there are others which are calculated to cause grave uneasiness. Charges made respecting the boots supplied to men in the training camps we do not propose to discuss at the moment; it is the alleged defects in the boots that are worn by men at the front that are the most serious. Our contemporary, the Leather World, in its last issue printed a statement which purports to have been made by a doctor who has been invalided home: 'More than half our company were without boots; the soles came off, and when they got new ones they

were supplied with kid (black and brown) walking boots, suitable for town wear.' In another case it is affirmed "responsible trade friends write that they have had pieces of boots sent them from the front—heels and soles of compressed leather shavings, fibre, etc. (which have not lasted that 'men were obliged to fall out when going into action as their soles had parted company, and they were marching on the nails.' Again our contemporary states that more than four days). We cannot understand why such statements should receive publicity in a trade paper unless the editor was in possession of personal knowledge of their accuracy. If they are true no condemnation of the authorities can be too severe. If they are only irresponsible gossip they ought not to be printed.

"We have put the stories related by the Leather World in the forefront for the reason that they have appeared in a responsible trade paper.

Produce a Few Poor Pairs

"It is not the practice of Government officials to pay any heed to attacks made upon them by ill-informed and irresponsible persons. And there is some justification for that attitude. In the present instance, for example, it is impossible to refute statements which are put forward without any reference to date or place. We shall not be at all surprised if it proves on investigation that some of the boots complained of were not furnished to men at the front, but to troops in the training camps. For, while the stories published appear to be circumstantial, they are not circumstantial enough to enable their accuracy to be tested. Consequently, the officials whose competency is questioned may decline to move. But that will satisfy nobody, and the complaints will continue. What is needed to satisfy the public—and the public must be considered in this connection—is the production of a few pairs of the boots which are described as hav-



FRED JACKSON OF CLINTON, ONT., WHO WAS RE-ELECTED MAYOR OF THAT TOWN BY ACCLAMATION.



FRED R. FOLEY OF BOWMANVILLE, ONT., WHO WAS RETURNED AS A TOWN FATHER WITHOUT OPPOSITION.



W. D. HOBSON, WOODSTOCK, ONT., WHO WAS MAYOR LAST YEAR, BUT WAS DEFEATED IN THE RECENT CONTEST.

ing soles made of compressed leather shavings, together with evidence that they were served out to men who were fighting at the front. If the stories concerning defective boots are true proof should be forthcoming. When that is done it will be possible to place the blame on the right shoulders. In the meantime, and in the absence of such proof, a heavy responsibility will rest on those who publish charges against officials who are unable to defend themselves. Should evidence be forthcoming to show that boots anything like those complained of have been furnished to our troops at the front, no condemnation, as we have already said, of those who are responsible can be too severe. We are willing to investigate any allegation which may be made concerning bad boots, and will spare no effort to sift it fully, provided it is supported by proper evidence. And we invite any of the authors of the stories referred to in this article to communicate with us for that purpose."

Will Bring Out Facts

Canada is to have a real live investigation and as all the facts will likely be brought out and the chaff sifted from the wheat, there is no need for criticism or defence. In the House of Commons this week the special Parliamentary committee to investigate the alleged boot scandal in connection with the supplying of footwear to the Canadian soldiers was formally appointed and empowered to proceed with its work. Premier Borden names Sir James Aikens and Messrs. McCurdy, Middlebro and Rainville to represent the Conservative side of the House, while Sir Wilfrid Laurier named Messrs. Macdonald, Lemieux and Nesbitt as the representatives of the Liberals.

Mr. J. H. Sinclair (Guysborough) and Mr. F. F. Pardee (West Lambton) introduced a bill to amend the criminal code by making it a crime, punishable by two years' imprisonment without the option of a fine, for any supply contractor to the Government on military or naval supplies to practice any fraud in specifications or character of goods delivered. The introduction of the bill was greeted by applause.

Writing to the SHOE AND LEATHER JOURNAL an Ontario manufacturer tells how the sensational reports and unjust reflections in the daily press have wrought injury to the trade as a whole. He says:—"To show you how it has worked out, Mr. Editor, I may state that the Ontario manufacturers sent a representative to France in December last to secure army shoe orders. What is the result? Only a few days ago a cable was received from this representative stating that the French newspapers had printed reports to the effect that Canadian shoe manufacturers made such poor(?) shoes for the soldiers that they think the shoe manufacturing firms in Canada would make equally as poor shoes for the French army, should they place any orders.

"We have to take steps and find ways and means to correct this broadcast, misleading information in France and to check it as effectively as possible in order to obtain any military footwear business from that country."

The Prices Paid

In the House of Commons Hon. Mr. Lemieux asked from what firms had the boots supplied by the Militia Department for the first expeditionary force been purchased; by whom had they been reported upon; and what was the price to be paid for them?

The Minister of Militia answered: From Ames-Holden-McCready, \$3.85 per pair; Tetrault Manufacturing Co., \$3.85 per pair; Slater Shoe Company, \$3.85 per pair; all of Montreal; Louis Gauthier Co., Quebec, \$3.85 per pair; John McPherson Co., Hamilton, \$3.85 per pair; Hartt Boot and Shoe Co., Fredericton, \$3.66 2-3; Amherst Boot and Shoe Co., Amherst, \$3.80.

Boots made by the MacPherson, Hartt and Amherst companies were sent direct to Valcartier without previous inspection at the factory. The others were inspected at the place of making.

The Committee's Report

The report of the investigating board which was appointed some weeks ago was tabled this week in the House. It shows that while a great hue and cry has been raised by the daily press on mere hearsay and idle report, there is not much foundation for the same, everything being considered.

The report of the investigating board finds that the boots supplied were good, but unsuited for the "abnormal conditions in England."

THE SUMMARY JUDGMENT OF THE INVESTIGATING BOARD AS DELIVERED ON JANUARY 7TH IS AS FOLLOWS "THE BOOTS MANUFACTURED FOR THE CANADIAN OVERSEAS DIVISION WERE, GENERALLY SPEAKING, WELL MADE AND OF GOOD QUALITY (SURPRISINGLY SO, CONSIDERING THE VERY INSUFFICIENT TIME GIVEN THE CONTRACTORS), BUT THEY WERE NOT SUITABLE FOR THE PARTICULAR WORK FOR WHICH PROVIDED. This the board considers can be attributed to want of time, as the (comparatively speaking) enormous demand had to be met within a few weeks. Further, that owing to this same extreme urgency, it appears that there was not enough time in which to consider new specifications for a boot differing from that which, though suitable for a dry climate, has been found unsuitable in the abnormal conditions in England. Consequently, the board recommends the adoption of a heavier, stronger type of boots, similar to that used by the British Army."

The finding in detail is: "The Court of Enquiry ordered to enquire into and report upon complaints made regarding the quality of brown ankle boots provided for the Canadian troops have terminated their enquiry and investigation and report as follows on each of the heads and sub-heads as directed in the order above mentioned.

"1. Are the boots complained of defective, and, if so, in what respect?

"This board considers that the boot as generally supplied is defective in the following respects: (a) Unsuitable shape; (b) unsuitable make; (c) leather contains no water-resisting medium as dubbing or other dressing; (d) heels and soles are unprotected; (e) the sole filling is often poor quality.

"Did the boots become unserviceable owing to (a) inferior workmanship, (b) inferior material?

"In reply to question (a) the board says as a general rule, no, though it is so in a small percentage of instances found. In regard to question (b) it says, yes, but only in a limited way. The heels and soles, particularly the former, being unprotected, have been the chief cause for complaint. Had the makers used steel slugs in the heels as directed by the specifications there would have been far less complaint, but they invariably used some soft, useless metal, almost as soft as zinc. The sole leather, so far as can be judged, is generally good, but it is not protected by nails to fortify it against the unavoidably rough usage given it by a soldier. It also as a rule was found under gauge.

Boot Was Not Suitable

"As to the boots not being suitable for their work, the court considers this boot unsuitable for use by soldiers for the following reasons: (a) the shape is such that the average foot has not room for the free movement of the toes, consequently cannot be considered suitable for marching; (b) the leather uppers and soles are perfectly dry, contain-

ing no grease of any kind and consequently quickly absorb water; (c) soles and heels are not reinforced with metal and consequently the leather soon wears down, especially when wet.

"Answering the question as to ill-treatment or lack of proper care, the court has not found more than a few instances where the wearer has ill-treated his boots, this ill-treatment consisting solely of burning. This was done apparently by the wearers to dry their wet boots. A large percentage of the condemned boots could have been saved had the wearers exercised ordinary care in oiling the leather and having repairs executed in time.

"The supply of boots was inspected by Lieut-Col. Brown, inspector of boots, and his assistant inspectors, as follows: Ames-Holden-McCready factory, Montreal, inspectors, Trenter and W. Wilson; Tetrault factory in Montreal, inspector, W. Silver; Gauthier factory, Quebec, inspector, Jacques; various makers at Ottawa, Lieut.-Col. Brown and assistant. A large number were sent to Valcartier camp direct from makers' premises, not inspected, nor were they inspected at Valcartier. Then again, as all boots were inspected and marked with the one and only inspection stamp, it is impossible to identify the individual inspectors by their work."

Specifications Ignored

In regard to deviations from specifications, the court finds that in many instances the stock in the uppers was not properly reinforced with facings; that the tongue was in many cases too light; that in the output of only two manufacturers were the shanks reinforced by the "standard screw," and nails were used instead; that in very many instances the outer sole was under gauge and the slip sole was over gauge, this being one of the two main reasons for complaint as to want of quality and wearing ability; that in no single instance were the specifications requiring the heel to be reinforced complied with; that only one maker used the leather shank as specified, all others using steel and paper or wood and paper; that as large a proportion as one-eighth of the boots delivered were not marked with the maker's name or date of manufacture; that only two makers used oil in the dressing of the leather as required by the specifications; that a sole filling consisting of brown cork treated with cement should have been used, whereas in many cases this filling was of poor quality, and in others consisted of felt.

The Shoes That Were Rejected

A list of rejected boots is appended to the report, totaling two thousand and one pairs, of which one thousand seven hundred and fifty were manufactured by the Relindo Shoe Co., of Toronto; twenty-five by the Tetrault Shoe Manufacturing Co.; six by Louis Gauthier Co.; sixteen by John Ritchie Co.; thirty-six by E. T. Wright & Co.; five by J. & T. Bell; fifty-six by Murray Shoe Co.; forty-two by Cook, Fitzgerald Co.; twenty-two by Amherst Shoe Co.; three by the Western Shoe Co.; forty-two by the Hartt Shoe Co.; one by the Slater Shoe Co.; two by George A. Slater, Limited; two by the Williams Shoe Limited.

In the minutes of the evidence presented with the report, it is shown that H. W. Brown, director of contracts, admitted that a large number of boots sent to Valcartier were not inspected. As the demand was so urgent, he maintained that no other course was possible under the circumstances. Though special waterproof dubbing was called for by the specifications, the boots, with only two exceptions, were perfectly dry.

In the debate on the address in reply to the speech from the throne, touching upon the army shoe question, Sir Wilfrid Laurier referred to the article in January 1st issue of the SHOE AND LEATHER JOURNAL quoting the interview published

with W. V. Matthews, manager of the manufacturing department of Ames-Holden-McCready, and added:—

Quotes Shoe and Leather Journal

"I am not altogether satisfied with the statements made in this interview. Neither am I prepared, upon that statement, to condemn the Government. There are in it assertions which seem to be somewhat contradictory. I cannot think, for example, that the shoes which were ordered by the Government were not intended for use on foreign service, and were only intended to accustom the feet of the men to the use of the heavier boot of the English soldier. Until I get further information on the subject I am disposed to doubt this statement. I am not prepared, as I say, at the present moment to condemn the Government; but I do say that this is a matter which ought to be thoroughly inquired into, and upon which the fullest information should be given to the Canadian people. The atmosphere is filled with various assertions to the effect that the men who were sent to the front were not properly equipped. But I will not now refer to anything but the defect in the boots, which has been so widely discussed in the press of Canada and of England that it cannot be passed over in silence. I say again that I refer to the matter now, not for any party purpose, but in order that we may have the truth and the whole truth about it, so that we may know upon whose shoulders to place the responsibility, and thus guard against the recurrence of such mistakes or offences. I refer to the matter now in order that our men who are already at the front—and some of them have already given up their lives on the fields of France for the Empire—may be enabled to give their whole energy and vigor to the noble cause they are fighting to uphold."

Many Differences of Opinion

Sir Robert Borden, in replying, referred to the matter as follows: "My right hon. friend has spoken of rumors in the press with regard to boots which were furnished to the first Canadian contingent, and, I dare say, to those who have been enlisted for service beyond the seas in case further expeditionary forces shall be required. So far as I am aware, those boots were ordered in the very early stages of the war upon specifications which were prepared in the Department of Militia many years ago and which have been the authorized specifications of that Department ever since. It may be that if time had permitted it would have been desirable to adopt a stouter type of boot, but I should like to tell my right hon. friend that I have it upon the authority of a man who should know whereof he speaks that in the South African campaign the type of boot used in the British army which has been so highly commended to my right hon. friend, was not found specially suitable for the Canadian forces engaged in that war. I have taken a keen interest in this question of boots and have discussed the matter with a great many persons who were supposed to know what was the best type of boot for such a purpose. I found that there was a great difference of opinion as to what was the best type of boot. Many different specifications have been presented to us and many different types have been considered. The French and British types of boots were placed before me, and I had it pointed out to me in a very forcible way—and in a way that commended itself very much to my judgment—that the type of boot used in the French army might, for the purposes of our men going to the front, be worthy of consideration as possessing certain qualities which would make it more useful than the British boot to which my right hon. friend has referred. For many weeks a committee has been considering the best type of boot to be used, and I understand that a type has been decided upon which will prove very serviceable."

Changes in Tariff Mean Higher Prices

(Continued from page 20)

to the leather manufacturers burden. I want to tell you that the tanner, with the ascending prices of hides on the one hand and the fluctuating demands and unreasonable requests of shoe manufacturers on the other, is virtually between the devil and the deep sea."

Advance in Leather

The Breithaupt Leather Co., of Berlin, declare "that the duty of seven and one-half per cent. on hides and tanning materials has necessitated advances in prices of all lines of leather. For the present the price of hemlock sole sides has been advanced by one and one-half cents per pound throughout, hemlock backs and bends two cents per pound, oak in sides two and one-half cents per pound, oak backs and bends 3 cents per pound. There will probably be further advances within a month or so, as the above advances do not cover the duty which tanners are now compelled to pay on hides and tanning materials, which from time immemorial, as you are probably aware, have been free of customs duty. While we believe duty on raw material is a mistake, we are compelled to submit to the inevitable and pay it."

Referring to the effect on leather Wickett & Craig, of Toronto, state:—"Dutiable hides will come through in a month's time; we are not changing prices at present. The extra tax on tanning extracts, etc., will mean increase in cost of about two and one-half cents per foot and three cents per pound in leather. The refund on exports will help out at present. Canadian leather prices have been lower than United States prices on all military leathers for several months."

He Gets It on All Sides

An Ontario tanner, discussing the situation, said that he was in a far different position from the average manufacturer. The tanner as the supply man had to buy his hides and skins fully six months ahead and had to import four-fifths of these, with the result that, while hides were free in every other country in the world, he would have to pay seven and one-half per cent. and take all chances as to covering the shoe manufacturer in the matter of leather. The latter is very careful about placing any orders for definite quantities, but wants to be protected in every instance by the tanner, who is supposed to be a sort of philanthropist, and keep prices fixed on certain lines for such a length of time, and then, if army or other orders do not materialize, to extend that period. Some shoe manufacturers would like to be protected for months and months. The leather manufacturer, however, stated that he had already adjusted prices and was not going to take chances with the future. When the tax was taken off the tanner might be left with a large amount of finished stock on his hands, and buyers would expect an immediate reduction. Therefore, the only way to protect himself was to put an advance into effect at once, in order to break even with the game. It was not likely that many leathers would be imported, in view of the increased duty, and this was the only benefit that the speaker could see resulting from a new fiscal policy. However, like many others, this gentleman said his firm was disposed to take matters dispassionately and gladly await the outcome, confident that all things right themselves in time.

As a result of the extra tariff on hides, tanning materials, etc., which have been free for many years, the price of sole leather has been advanced. The increases are from one and one-half to two cents a pound to the jobbing trade, while on tap soles the advance will be fully ten per cent.

"Just this way," remarked a leading sole leather tanner, "we have tried to keep down prices as much as possible in

spite of the high rate of war insurance, excessive cost of carriage, and high prices of exchange. Now, when this war tax comes along and makes us pay seven and one-half per cent. duty on our hides, tanning extracts, colors, etc., which have been free heretofore, we simply have to reimburse ourselves by raising quotations. The principal outlay in connection with sole leather is for the hide and the tanning materials—the labor forming a very small proportion of the expense. As we have to import from seventy-five to ninety per cent. of our hides from South America for the making of sole leather, it is absolutely necessary to increase the figure and further advance may be looked for in a short time.

"The following are the new prices of the jobbing trade: Hemlock in No. 1 custom side, 34; No. 2, 33½; No. 1 back, 43; No. 2, 41½; No. 1 bend, 48; No. 2, 46.

"Canadian oak sides—No. 1, 37; No. 2, 35½; No. 1 back, 49; No. 2, 44½; No. 1 bend, 53; No. 2, 49.

Prices on Lasts Will Not Go Up

In an interview with Mr. E. L. Emerson, president of the Boston Last Company, Richmond, Que., he says, that he thinks it is a very equitable arrangement, and that while 25 per cent. of the cost of lasts is in the trimmings which have to be procured in the States, the Boston Last Co. make their own last blocks, have a large stock on hand and do not mean to increase their price on lasts. He adds that the raise of 7½ per cent. duty on shoes will enable the Canadian manufacturers to successfully compete with any importations, and that the 7½ per cent. increase in duty on lasts will oblige the shoe manufacturers to buy the lasts here in Canada, so that the increase in the volume of business will compensate for the increased duty and the stamp taxes that the Boston Last Company will have to pay.

Star Shoe, Limited, Montreal, write:—"At the present stage of national and imperial affairs we do not consider it becoming on our part to discuss the probable effect of government measures specially passed for the purpose of Imperial defence. If it should hurt our trade it is but our share of the cost of national defence."

"We cannot see how the advance of seven and one-half per cent. duty in the price of leather and other materials entering into the manufacture of shoes can fail to result in an advance, and rightly so, in the price of shoes. Should not the eventual users of shoes pay their costs plus a legitimate profit?" This is the opinion of the Hurlbut Co., of Preston, Ont.

The Smardon Shoe Co., Limited, of Montreal, say:—"This increase will undoubtedly necessitate an advance in shoes as it applies to all raw material which we import direct from the United States and also to hides and all other articles which are not directly imported by us. However, the advance will not be nearly so much on Canadian shoes as it will on American shoes imported. Therefore, it should give a new impetus to Canadian trade."

An Able Review of Situation

George A. Slater, Limited, of Montreal, says:—"An increase in the tariff is always a serious matter to the manufacturer dependent upon raw material from sources outside of his own country. In this instance, relating particularly to the advance of seven and one-half per cent. in the duty on shoes and raw material, it is only consistent with our patriotic policy to accept the addition with all the good grace possible, and we shall endeavor to consider the interests of the ultimate consumer, as well as the retailer's point of view, in attempting a solution of the problem which arises out of the new tariff.

"The main result of the additional duty will be an increase in the price of footwear in Canada. Possibly, it will

be some months before the public realizes that there has been any change, because retailers are protected for a short while to come anyway. The hope is that the public will, in the interim, learn a few points, which will serve to give a better understanding of the reason for the increase. It must be appreciated that the manufacturer has been paying more for his raw material for some months past, due primarily to the abnormal demand for military boots, caused by the present European War.

Exports of Canadian Leather

"Just to show what unusual conditions exist, I quote, from authentic statistics, the value of leather exported from Canada to the United States alone amounting to—

June 1911 to June 1912.....	\$ 60,000
June 1912 to June 1913.....	122,000
Eleven months of 1914	2,622,250

"Last fall, manufacturers, as a whole, refrained from materially increasing the prices of their products, thereby sacrificing profits from a general desire to maintain industrial conditions as near normal as possible. What was the result? While other commodities have increased in price, the public has paid no more, and in many cases less, for footwear which had been manufactured at an alarming increase in cost.

Must Consider Many Things

"Of course, I believe that the general impression is shoes will cost more because leather will cost more; but, is it fully understood that we must go further than this to find the reasons for an advance in the price of shoes? In the making of a good shoe, leather is only one of the ingredients. We must consider lining, thread, eyelets, hooks, and other metal, as well as other raw material which enter into the manufacture. The bulk of these may not come direct to us from the United States or other countries, yet, nevertheless, are dutiable because they find their way indirectly from those sources through middlemen located in Canada.

"On the other hand, there surely should be some impetus given to "Made-in-Canada" footwear, not only by the patriotic feeling engendered by the "Made-in-Canada" campaign, but also because, while Canadian footwear will doubtless increase in price, the percentage of increase will be small in comparison with the increase on finished American shoes brought into this country.

Change in Selling Methods

"I am led to hope, by the changes in the cost of footwear, caused by the increase in tariff, that there will be a radical change in the selling methods of the retailers throughout the Dominion. It has been unfortunate that, in the past, shoes have been bought and sold largely from the point of view of whether or not they will retail for \$4.00, \$5.00, \$6.00 and \$7.00. Some dealers do not know, and often do not care, what go to make up the shoes. The question largely is the price—what they can be bought for, and how much or how little they will bring. This practice, common as it is, can only be deplored on the point of square dealing. My attention was drawn last season to the numerous cases where dealers sold shoes for \$5.00 that cost \$3.00, \$3.10 or \$3.25, whereas in past years the regular practice was to price a \$3.50 shoe at \$5.00. A year ago some of these dealers were selling shoes costing \$3.65 and \$3.75 for \$5.00. Why cannot retailers sell their shoes on a fair percentage basis? Surely, it is only a matter of education to induce the public to pay 50 cents or 75 cents, as the case may be, instead of the even dollar. The public, at the present time, is the loser in most cases, due to the faulty practice of selling shoes at even figures."

Mr. Slater continues:—"Then again, the retailer is

making it harder and harder for the manufacturer to turn out dependable products, because the manufacturer, to keep his business going, must meet the retailer's demands more than half way. He is constantly endeavoring to give the dealer shoes to sell at the same figure at which they did the previous season, and is striving to do so in the face of an increasing cost of manufacture. It is an old axiom that you cannot get something for nothing, and the dealers who are wise enough and far-sighted enough to realize that a reckoning is at hand—that the public will sooner or later realize the injustice which they are suffering—will certainly buy footwear with quality as the main consideration. Let the price take care of itself; it is forgotten long after the quality is remembered, and if the dealers cannot honestly say this of the lines they are handling now, in their own interest, they should make a resolution at this moment to change their supply houses without delay.

"A last point. Many dealers claim that they cannot sell high quality shoes, i.e., shoes that retail for \$6.00 or more. Those who make this statement are often those who have never tried, or, if they have tried, were convinced, before they tried, in their own hearts, that they could not make a success of it. The men who have made the most money in the retail shoe business are those who have had the courage to give the public something better than they were inclined to buy. A dealer's business is advertised by the shoes his customers wear.

"Possibly, the change in the tariff is a blessing in disguise, taking the form of a readjustment of selling methods, and will work ultimately to the advantage of all concerned," concludes Mr. Slater.

Place Embargo on Hides

Daoust, Lalonde & Co., tanners and shoe manufacturers, Montreal, offer the following on the effect of the increased duty on their products: "We think that we shall be forced to advance our prices by at least five per cent. on finished leather and on shoes. We also import about twenty-five per cent. of our hides, and all the extracts, degreas, greases, chemicals, etc., on which we shall have to pay from five per cent to seven and one-half per cent. As the demand on Canadian hides will be greater on account of the extra duty on foreign hides, we would not be surprised to see our domestic hides going up again and get pretty near to parity with foreign hides after the seven and one-half per cent. is added. We would advise very strongly that an embargo on our hides should be put on immediately, so as to stop their exportation to the United States and retain them for domestic trade. Otherwise tanners will have to shut down and throw out of employment many people who are working in the tanneries."

Will Increase Leather Exports

The Robson Leather Co., Oshawa, say as yet they have made no alterations in their prices owing to the recent amendment to the tariff. They will, however, as soon as their cost of production is affected. They estimate that they import seventy-five per cent. of the hides used by them. This recent ruling will have the effect of advancing the price of leather for domestic consumption and increasing the amount of leather exported.

A leading sole leather firm asserts: "When the duty was put on hides in the United States it affected the price of hides and leather just to the extent of the duty, and we presume it will have the same effect here. In the natural course of events, the price of leather will be affected by the duty which is put, not alone on hides, but on other raw materials which enter into the manufacture of leather, such as extracts, oil, greases, etc."

SHOE NEWS IN PARAGRAPH

F. Steinberg has opened a new shoe store in Winnipeg.

F. E. Newton, shoe retailer, of Vancouver, has assigned.

H. T. Irwin has opened a boot and shoe shop in Truro, N. S.

Leonard Rogers, shoe dealer, of Owen Sound, has assigned.

I. Talbot, shoe dealer, of Montreal, has assigned to V. Lamarre.

The Quebec Shoe Store, Limited, of Winnipeg, has been incorporated.

M. McPherson, of the Neill shoe store, Brantford, was in Montreal recently.

The stock of C. H. Wilson, shoe dealer, of St. Johns, Que., has been sold.

R. J. Kidd, manager of the Neill shoe store in Peterboro, was in Montreal last week.

J. A. Tetreau, of Bouthillier & Tetreau, Montreal, was in Quebec during the past week.

Russell Bros., boot and shoe merchants, Fort William, Ont., recently suffered a fire loss.

J. L. Lachance, of Lachance & Tanguay, Quebec, was in Montreal the middle part of the past week.

J. Marcoux, of Ames-Holden-McCready, Limited, Montreal, has taken charge of the treeing room.

W. E. Sinclair, boots and shoes, New Westminster, B.C., recently suffered a loss by water.

The Vermilyea Manufacturing Company has located in Calgary, in the business of foot specialties.

W. J. Duncan, of the W. J. Duncan Legging Co., Seaford, Ont., was in Toronto last week on business.

W. H. Marsh, of the William A. Marsh Co., shoe manufacturers, Quebec, was in Toronto this week on business.

R. W. Bradley, of Ogema, Sask., dealer in shoes and harness, recently suffered a loss by fire.

Aird & Son, Montreal, have installed several new machinery parts in their factory within the past couple of weeks.

Ed. Merner, of the Hamburg Felt Boot Co., New Hamburg, Ont., has returned from a trip to Winnipeg and the West.

C. L. Grant, of the Charlottetown Rubber Co., of Charlottetown, P.E.I., was in Toronto and Berlin last week on business.

The partnership of the Singer Shoe Co., Montreal, has been dissolved. Herman Fielding is continuing under the same style.

Bailey Thompson, of J. L. Thompson & Son, shoe dealers, Port Hope, spent a few days in Toronto last week on business.

J. C. Budreo, shoe retailer, Queen street west, Toronto, has returned from a business trip to Rochester and other cities.

The John Ritchie Co., of Quebec, have opened a sample room in the Birks Building, Montreal, which is in charge of Mr. Smith.

Hugh White, of the White Shoe Co., Toronto, spent last week on a business trip among the factories of Montreal and Quebec.

A. Dawson, foreman of Ames-Holden-McCready, Limited, Montreal, No. 2 factory, finishing and buffing department, has resigned.

Geo. G. Lennox, wholesale shoes, Winnipeg, has returned from a business trip to the East. He reports business active at the eastern factories. Many plants are busy on

orders from the government for soldiers' shoes and other war requirements.

A. Wilson, 83 Chalmers street, Galt, Ont., is leaving for England shortly, where he will reside. Mr. Wilson is well known to the shoe trade.

E. Larose, representing Gagnon, Lachapelle & Lecours, shoe manufacturers, Montreal, was in Toronto calling on the jobbing trade last week.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, spent the past few days in Boston and other eastern shoe centres on business.

The U. S. M. Co. of Canada have installed one of the new model button-hole machines in the factory of J. A. McCaughan & Co., Montreal.

The Ames-Holden-McCready, Limited, hockey club played a close game last week at the Victoria Rink, Montreal, in which they were victorious over the J. & T. Bell team by a 2-1 score.

G. J. Scott, western Canada representative of P. Jacobi, shoe store supplies, Toronto, left this week for the Prairie Provinces. He will go as far west as the Coast on his semi-annual business trip.

McLeod-Hawthorn, Limited, Portage avenue, Winnipeg, exclusive trunks and leather goods had a large portion of their stock damaged by smoke and water. The loss was covered by insurance.

Fire visited the premises of the Barrie Tanning Co., Barrie, recently, doing a few hundred dollars damages. The blaze, which was soon extinguished, did not in any way interfere with the manufacturing department.

The shoe store of J. W. Orr, Vancouver, was entered a few days ago and robbed of about fifty pairs of shoes, which were afterwards recovered by the police at the domicile of a Chinaman, who was arrested.

John A. Vallary, of Toronto, who is a widely known shoe traveler, has joined the staff of R. B. Griffith & Co., wholesale shoes, Hamilton, and is covering northern and western Ontario in the interest of the firm.

W. H. Mackdy, of Moose Jaw, has sold his interest in the Varsity Boot Shop, to his former partner, W. G. Marshall. Mr. Marshall continues the business under his personal management, retaining the same name.

F. M. Morgan, manager of the Edmonton and Calgary branches of Ames-Holden-McCready, Limited, was in Toronto this week on his way west after attending the recent conference of branch managers in Montreal.

J. A. McLaren, of McLaren & Dallas, Toronto, who has been confined to his home for some weeks, is able to drive out but will not be able to be at business for some days yet. His improvement of late has been very gratifying.

A recent issue of the J. & K. Shoe News, published in Cincinnati, O., contains a picture of Sergt.-Major Finlay, shoe buyer for the Hudson's Bay Co., Winnipeg. The officer is shown in uniform standing in front of a tent on a military camp ground.

The trustees of the McKean Shoe Store in Vancouver have turned over the stock and fixtures to the Iver Smith Sales Co. The stock, which is valued at \$27,000, is now being sold by special clearing sale. The McKean store is located at 607 Hastings street west.

In the action of Mary Kampman v. Breithaupt Leather Company, heard at Berlin recently, for damages caused by the death of her husband, resulting from injuries sustained from falling into a vat of boiling acids, a settlement was made in the Sessions for \$1,140 without costs.

G. H. Ansley, of the Perth Shoe Co., Perth, Ont., was in Toronto, Hamilton, and other cities last week calling upon the trade, with a fine range of new samples, among which were shown a number of women's lace shoes with

fawn, grey, and other colored tops, which reflected the latest ideas in style lasts and materials.

S. L. Lawther, representing the Anglo-Canadian Leather Co., Toronto, has returned from a successful business trip through the Maritime Provinces.

E. A. Wentzell has opened a cash boot and shoe store on St. George street, Annapolis, N.S., where he is carrying a large and representative stock.

W. C. Myers and William Morley, Toronto, spent the past few days in Montreal on business connected with the shoe firms which they represent.

Thomas Birch, late window dresser for the Slater Boot Shop, Toronto, has taken a position in the footwear department of the Robert Simpson Co.

Geo. G. Gales & Co., shoe retailers, have been succeeded in Ottawa by Gales & Co., the name of the new firm which has acquired the business in that city.

N. MacFarlane, of the MacFarlane Shoe Co., Montreal, has returned from a business trip to Boston, New York and other eastern shoe centres.

Walter Binmore, of the Canadian Consolidated Rubber Co., Limited, Montreal, is spending a few weeks in California recuperating from his recent severe illness.

J. B. Kilgour, who recently disposed of his interest in the Kilgour, Rimer Co., Winnipeg, to his brother, J. J. Kilgour, has gone on an extended trip to California.

F. Robinson, formerly of Stratford, Ont., who for the past three years has been on the staff of the Royal Shoe Store, Saskatoon, is spending some time in Toronto.

Bouthillier & Tetreau, jobbers, of Montreal, were recently appointed sole agents in Montreal and surrounding district of the Rock Shoe Manufacturing Co., Quebec.

Several machinery changes have recently been made in No. 2 factory, Ames-Holden-McCreedy, Limited, Montreal. More modern machines have replaced the older types.

W. G. Parsons, of C. Parsons & Son, leather dealers, Front street west, Toronto, has gone on a business trip to England and France. He will be absent several weeks.

Joseph Murphy, representing John Lennox & Co., wholesale shoes, Hamilton, has gone on an extended business trip

through the Prairie Provinces and will be absent several weeks.

H. W. Algeo, of the United Shoe Machinery Co. of Canada, Montreal, has been spending a few days in Toronto and Western Ontario. Mr. Algeo was also in Quebec recently.

J. Miller, who conducts a shoe and general store trade at 485 St. James street, Montreal, recently suffered damage to the extent of over \$10,000 in a fire which gutted his establishment.

Mr. Leonard, formerly of the Fogarty Shoe Store, and more recently with Geo. G. Gales & Co., Montreal, has accepted a position with the Craft Fashions Shoe Store, Montreal.

Frank Powers, of Montreal, will this season represent the Perth Shoe Co., of Perth, in Eastern Ontario, in addition to the McFarlane Shoe Co. and Weyland Shoe Co. Montreal.

Gagnon, Lachapelle & Lecours, shoe manufacturers, Montreal, have made several changes in their machinery equipment and also installed a new model U.S.M. button-hole machine.

Messrs. Anderson and Blacquier, of the Amherst Central Shoe Co., Regina, recently spent some time in the East visiting the larger shoe centres, including Montreal, Quebec and Toronto.

The Moyer Shoe Co., 385-7 Portage avenue, Winnipeg, sustained loss probably of \$500 by smoke and water. They were fully insured. The damage to the building was estimated at \$500 also.

M. L. Savage, who represents the Tetrault Shoe Manufacturing Co., Montreal, and J. A. & M. Cote, St. Hyacinthe, in the Western Provinces, was in Toronto last week on his way east to Montreal and other cities. Mr. Savage has been spending the past few months in Calgary, being largely interested in the shoe store of Murrays, Limited.

Squires & Dickenson, shoe merchants, of Hamilton, have gone into voluntary liquidation. The assets are about \$11,000. The liabilities have not yet been definitely ascertained. Excessive overhead expenses are said to be respon-



A. L. JOHNSON, WINNIPEG, RETIRING MANAGER IN THAT CITY, WHO HAS BEEN MADE GENERAL SALES MANAGER FOR AMES-HOLDEN-MCCREADY WITH OFFICE IN MONTREAL



CHARLES E. CLEMENTS, CHATHAM, ONT., WHO IS A LEADING SHOE RETAILER AND HEADED THE POLL FOR ALDERMAN IN THE RECENT ELECTIONS



L. J. BREITHAUPT, BERLIN, ONT., ONE OF CANADA'S LEADING LEATHER MANUFACTURERS WHO HAS JUST RETIRED FROM THE PRESIDENCY OF BERLIN BOARD OF TRADE.

sible for the difficulty. Squires & Dickenson conducted stores on James street north and King street east.

The John Ritchie Co., of Quebec, have completed the samples which they made for the Militia Department and

PASSING OF LOUIS COTE

In the recent death of Louis Coté, of St. Hyacinthe, Que., at the advanced age of 78, the shoe trade of Canada loses not only a landmark but one of its brightest practical minds. For upwards of half a century he was identified with its development and progress. Of an active inventive mind he gave his thought, even to old age, to the perfecting of devices and methods of manufacture to bring the trade to a high state of efficiency. He is best known as an inventor through his edge trimmer and counter machine. Both are still in use in Canada and the United States, the trimmer for instance exactly as it was made by Mr. Coté forty years ago. A number of law suits were the result of infringements upon these patents and in every case Mr. Coté was sustained. The trimmer, which at first sold for one thousand dollars, now costs about forty, the patents having expired and become public property. Amongst other appliances and devices originated by Louis Coté were a pattern grading



machine and a system for estimating cutting costs, both being in use in Canadian factories to some extent. Mr. Coté and his brothers, J. A. and M., founded the present shoe manufacturing business carried on at St. Hyacinthe, which was originally Louis Coté & Freres. When Mr. Louis Coté dropped out some years ago on account of declining years and health and to give himself a little more opportunity for following up some of his inventive ideas, the brothers took up the business and have since conducted it.

Mr. Coté, who was a former mayor of the city, as a man was one of the most charming and interesting within the whole circle of the shoe trade. He was a great reader and thinker and maintained his wonderful sprightliness and geniality even to the last. For his years he was one of the most active, not only with his brain and pen, but upon his feet. He will be missed not alone by the shoe trade and the city with whose interests he has been so actively identified, but by all who appreciate a life cheerfully spent in the endeavor to make two blades of grass grow where one grew before.

will be used as the standard by other manufacturers in all orders placed for Canadian army shoes. Col. R. Brown, of Ottawa, was at the Ritchie factory for several days recently, and pronounced the samples satisfactory in every respect.

Bachrack Bros., shoe dealers, 234 Yonge street, closed an important deal last week when they bought the entire stock of the two stores of the Brockton Shoe Co., 119 and 264 Yonge street, Toronto. The upper store has been closed and the large stock is now being cleared out within thirty days at the lower shop, the lease of which expires shortly.

Nicholas Barnard, proprietor of the First Class Shoe Repair, 110 Bathurst street, London, Ont., caught a burglar red-handed the other night in his place of business. The shop had been robbed twice within the last few days and the proprietor lay in wait and, when a young man broke through a window, he was captured and handed over to the police.

With the arrival of the vogue for shorter skirts comes a demand for higher shoes. One of the novelties is a mousquetaire shoe with but three buttons over the ankle on the outside of the shoe, which resembles the opening at the wrist on the mousquetaire glove. This shoe, which is one of the newest ideas, is made up in colors, and its acceptance by the public is said to be assured.

Harry Dallas, sr., of Toronto, who is selling representative in Canada for several English and Scotch manufacturers of footwear, has returned from a business trip to Winnipeg, where he was in conference with his western agent, J. R. C. Struthers. Mr. Dallas reports that, while business has been quiet in the West, stocks are low and there has been a considerable improvement in buying of late.

A fire which started in the premises of A. E. Cudmore Co., in the east end of the Queen's Hotel Block, Barrie, did \$50,000 worth of damage to the hotel and the store. The Cudmore stock was practically all destroyed. Splendid assistance was given the firemen by members of the Third Contingent, who saved the goods of the Neil shoe and other stores. Mr. Cudmore, who was formerly in business in Toronto, had been open in Barrie only a few weeks.

The merchants of Peterboro, Ont., had a "dollar day" recently, which resulted in a big trade. C. E. Smith, shoe retailer, added interest to the occasion by returning to the persons making the tenth, fiftieth and one hundredth customers, the full amount of their purchase. The result was announced from the office when the tenth, fiftieth and one hundredth sales checks were received. Mr. Smith reports that the competition aroused lively concern.

The Thomas Stedman shoe business at 296 Portage avenue, Winnipeg, has been acquired by W. J. Pocock, who is conducting it as the Winnipeg Shoe Company. Mr. Pocock, who is intimately connected with prominent manufacturers of boots and shoes in Eastern Canada, is stocking nothing but the best and smartest of footwear in his premises, the interior arrangements of which have been quite transformed since he took over the business.

Alf. Glocking, one of the best known shoe workers in Toronto, passed away on Sunday, February 14th, after an illness of some months. He was 48 years of age, and had been employed with Walker, Parker & Co., shoe manufacturers, for the past 18 years, as bottom finisher. Mr. Glocking was a brother of William Glocking, ex-president of the Trades and Labor Congress of Canada, and was well known in labor circles, having attended several sessions as a delegate.

Some 25,000 pairs of French army shoes have just been completed and shipped from Montreal by Ames-Holden-McCready, Limited, the Tetrault Shoe Manufacturing Co., James Muir Co., and Dufresne & Locke. It is understood that an order for a million pairs was turned down some

time ago, owing to the too low price, the limited time for delivery, and other considerations, which rendered it practically impossible for the Montreal manufacturers to fill the order.

Owing to the firm of H. & C. Blachford, Limited, 114 Yonge Street, removing to their large new store at 286 Yonge Street, Toronto, in a few weeks, they are offering for sale some two hundred running feet of quarter cut oak faced shelving with counters. The shelving is built in sections about twelve feet in length and can be easily removed and put up. It is twelve to fourteen feet in height and in splendid condition. Here is an opportunity for a shoe merchant to secure new fixtures at a reasonable outlay.

The following have been nominated for office in Local No. 233, of the Boot and Shoe Workers' International Union, Toronto:—For president, F. C. Cribben, S. Macklem and Albert Taylor; vice-president, W. Painter, acclamation; recording secretary, P. M. Waterfield, and Albert Headley; treasurer, Sidney Sparks, acclamation; financial secretary, and business agent, Walter Brown, acclamation; tyler, W. Beddington; auditors, C. F. Hall, F. C. Cribben and Albert Taylor.

Many friends of George Douglas, manager of the Avenue shoe store, Winnipeg, will sympathize with him in the loss of his wife, who passed away a few days ago at her home in that city. The deceased was born in Mount Forest, Ont., and had resided with her husband in Harriston, Smith's Falls and Winnipeg, where they took up their residence in 1902 and have lived ever since. In addition to her husband the late Mrs. Douglas leaves two children and three sisters to mourn her departure.

At the annual meeting of shareholders of the Canadian Consolidated Rubber Company, which will be held in Montreal early next month, Mr. D. Lorne McGibbon will resign from the presidency. Mr. McGibbon states that it is his desire to give the greater part of his time to the management of the Ames-Holden-McCreedy Company. As yet the successor to Mr. McGibbon has not been decided upon, but it is likely that Mr. T. H. Rieder, who is now vice-president and general manager, will be the man.

The factory of the Maple Leaf Shoe Co., 7 Hogan street, Montreal, was gutted by fire on February 2nd. The blaze was discovered at midnight and at the time the three-storey building appeared to be in flames from basement to roof. From the outset, there was no hope of saving the structure. The loss is about \$15,000. Several other buildings were damaged by fire and smoke, among them the premises of the Two-in-One Shoe Polish Co., 323 St. Paul street, Montreal.

An interesting event took place recently in Quebec, when some of the shoe and leather men got together a party and, securing eight teams, went to the country home of Fred. Marois, near Lake Beauport. They brought in several loads of wood to be distributed by the St. Vincent de Paul Society to the poor of St. Roc. Among those who took part in the wood hauling picnic were:—Jas. A. Scott, Fred. Marois, J. H. Larochelle, Geo. Bilodeau, Jos. Labire and others, while the teams were supplied by different firms engaged in the shoe and leather trade.

Several important changes have taken place in connection with the headquarters staff of Ames-Holden-McCreedy Co., Montreal. A. L. Johnson, for many years manager of the Winnipeg warehouse, has been appointed general sales manager, and will take up his residence in Montreal. His successor at Winnipeg is S. E. Diamond, who has for several years been accountant in that branch. It is reported that W. M. Angus, manager of the St. John branch, may enter upon the duties of assistant sales-

manager, but this has not as yet been decided upon definitely. W. S. Louson, former general sales manager, has been promoted to the position of assistant general manager, while A. R. Angus will for the present, look after military orders abroad, being one of the representatives of the Canadian Shoe Manufacturers' Export Association now in Europe.

At the recent meeting of the United States National Shoe Travelers' Association, the following resolution was unanimously adopted:—"That the National Shoe Travelers' Association, in convention assembled, views with alarm the growing tendency of the times to create new extremes in styles in footwear during the season, and hereby pledges its aid to the National Boot and Shoe Manufacturers' Association and the National Shoe Retailers' Association in whatever measures they may adopt for a reduction to the minimum of the creation of so-called 'mid-season' styles."

Cablegrams have been received by the Palmer-McLellan Shoepack Company, of Fredericton, N.B., from Mr. John Palmer, the managing director, stating that the negotiations he has been carrying on for orders for oil tanned footwear for the British and Allied armies are progressing satisfactorily. Mr. Palmer sailed some time ago for England, taking with him samples of the footwear suitable for military wear which the company manufactures, and he has been in London and Paris. British officers who have used the Palmer-McLellan Company's footwear in the trenches have declared them the most serviceable and generally the best article for military work that is available, says a Fredericton despatch.

R. L. Savage, representing the James Muir Co., Maisonneuve, was in Toronto this week showing a fine range of men's wels for fall. Several new lasts are presented, one with a medium recede toe and another a straight last with a slightly wider toe of moderate height. One striking model is a gaiter effect, patent button boot, with box cloth top and nice tip. The lines come in all leathers, gun metal predominating. There are some offerings in buttons but the bal is the most prominent. The display of fancy tops is very attractive, among them being peacock, ostrich grey, mauve silk and dark serge. There are a number of bals with cloth quarters and blind eyelets. The offerings are solid leather throughout and are decidedly fetching in style, workmanship and finish.



ATTRACTIVE RUBBER FOOTWEAR WINDOW RECENTLY INSTALLED BY J. H. SHINNICK, RONCESVALLES AVENUE, TORONTO, SHOWING THE PRODUCT FROM ITS RAW STATE TO THE NEAT FITTING RUBBER SHOES TURNED OUT BY THE KAUFMAN RUBBER CO.



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CORNER OF COLOMB AND NELSON STREETS : QUEBEC

NEWS JOTTINGS FROM QUEBEC

Eudore Fournier, manager of La Cie des Cuirs et Chaussures de Plessisville, was in the city on business last week.

C. Tremblay, of St. Gregoire, Montmorency, who is conducting a modern shoe repair shop, intends branching out and opening a retail shoe store.

Alf. Rainville, shoe manufacturer, of Levis, has asked the city for exemption from taxes, as the shop where he is now is too small and he intends branching out.

Lud. Duchaine, who has made fine progress in the manufacturing line during the past year, will install a complete Goodyear equipment and enter upon the making of welts in the near future.

Edgar Clement has returned from a trip to the west, and took a large number of orders. He reports that the supply of hides is limited.

All the shoe manufacturers have their fall samples ready and are expecting early visits from the members of the jobbing trade. The firms of John Ritchie Co., W. A. Marsh Co., Tourigny & Marois, and Lachance & Tanguay are very busy with orders to be delivered in the near future.

Fidel Blouin, Captain in the Ninth Regiment and local salesman for J. A. Scott, invited his many friends to a dinner at the citadel recently and a very pleasant time was spent.

Among the callers at the factories within the past few days were James Donahue, of Donahue Bros., Boston; H. Hurtubise, of the Panther Rubber Mfg. Co., Sherbrooke, and C. L. Hawthaway, of Boston.

During the coming month Tourigny & Marois, shoe manufacturers, Quebec, will move to their new building at the corner of St. Valier and Arago Streets. In their new premises the firm will employ over four hundred hands. The structure cost in the neighborhood of \$150,000 to build and equip and in the way of conveniences, accommodation, working arrangements and lay-out is the last word in shoe factory science. The foundation is of solid stone and the walls and tall towers are of sand stone brick, while the floors are of oak. The work tables are on wheels, none of them being stationary. Since the big fire of nearly a year ago the firm have been quartered in the Pion factory at the corner of Prince Edward and Caron Streets, but, in their new daylight home with its greatly increased facilities they look forward to a very busy season. The office building will be on St. Valier Street, the clerical staff occupying the entire ground floor, and the remaining floors above the office, as well as the building forming the corner of Arago and St. Valier Streets, will be devoted to the manufacture of shoes. Between the office building and the main building on Arago Street there is a V-shaped space, left vacant purposely in order that the interior of the factory may be lighted from all sides. In the V there is ample means of escape in case of fire, a fine wide iron stairway extending from the ground up.

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STANDARD QUALITY

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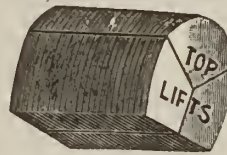
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Mohair, Leather,
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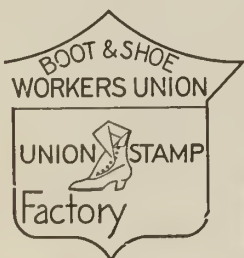
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Absolutely pure—guaranteed not to contain an ounce of mineral or vegetable oils—absolutely uniform every day in the year.

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.

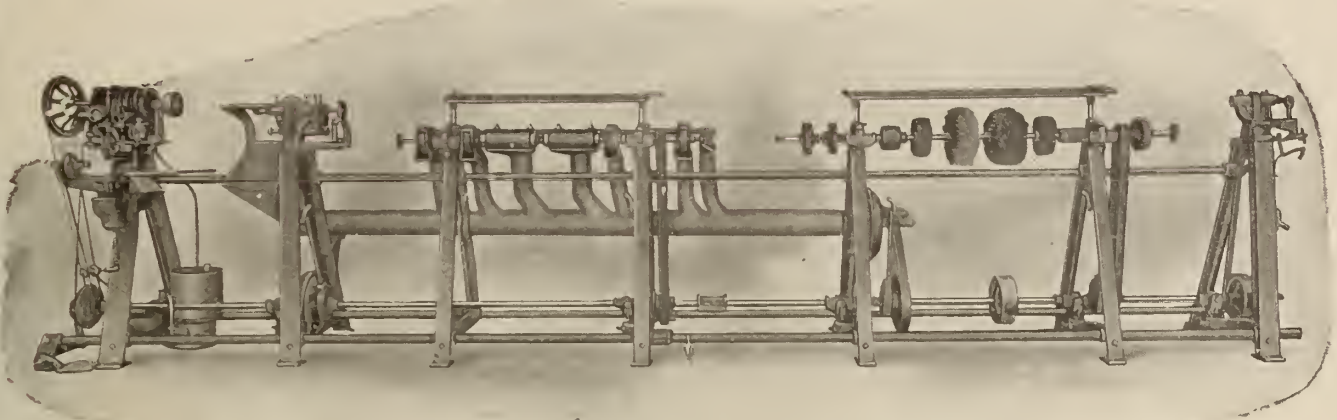
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22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



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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No. 209—Military bal., patent vamp, three-quarter fox, fawn top, Louis heel—to retail at - - \$3.50 and \$4.00



No. 219—Whole quarter military bal., patent vamp, taupe (grey) quarters, Louis heel—to retail at \$3.50 and \$4.00



No. 218—Gaiter effect bal., patent vamp, fawn top, Louis heel—to retail at - - - - \$3.50 and \$4.00

¶ The above models, Bal. or Button, are made with cloth tops in all the popular shades, and come in all leathers, with any desired style of heel, on nine snappy and popular lasts, to retail at \$3.50 and \$4.00.

¶ These splendid lines in women's high grade McKays have been presented to the trade during the past two months, and we were among the very first factories in Canada to show such distinctive creations, which are taking admirably with the trade. The

Military Bal., with quarters in all the newest shades, is undoubtedly the big style feature of the season, and bids fair to replace button boots.

¶ We propose in the future, as in the past, to be the first to display all the leading styles of lasts and patterns.

¶ These artistic and classy models are being shown in Ontario and Quebec by R. L. Savage; in Winnipeg and the West by J. R. C. Struthers, and in the Maritime Provinces by Everett Hanson.

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March 1, 1915

THE SHOE & LEATHER JOURNAL



Patent leather button, gaiter effect, box cloth top, medium recede toe.

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Patent "Plaza," Heart Shape Vamp, Lorraine Model.

5012—Grey Cloth Top
5014—Fawn Cloth Top
Sizes 2 to 7, D Width

Price \$3.25



Patent Military Lace Boot, Pat. Facing, Circ. Fox, Eunice Model.

5015—Grey Cloth Top
5016—Sand Cloth Top
5021—Black Cloth Top
Sizes 2 to 7, D Width

Price \$3.25

Blachford's Millinery for Women's Feet



Patent Castle Pump, Brocade Quarter, Spool Heel, Ritz Model.

103—Sizes 2½ to 6, D Width

Price \$2.85

Are you to share in the profits to be made on our live new lasts for Spring and Summer? You can if you order at once. Have you seen snappier, more up-to-date shoes anywhere? Or any that promised quicker sales than these?

There's a "pep" in the Blachford line and a ginger in the Blachford Service that puts dollars in your till. Order to-day.



Patent Colonial, Ritz Model, Spool Heel.

110—Brocade Quarter
121—Grey Quarter
122—Sand Quarter
Sizes 2½ to 7, D Width

Price, 110—\$2.75

121— 2.80

122— 2.80



All Patent Pump, Silk, Bow Eunice Model.

102—Sizes 2 to 6, D Width

Price \$2.65

Patent Colonial, Dull Quarter, Eunice Model.

109—Sizes 2 to 6, D Width

Price \$2.75

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Women's Fine Shoes Exclusively

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Patent Pump, Brocade Quarter, Spool Heel, Ritz Model. No. 106—Sizes 2½ to 6.

Price \$2.85



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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.
Congdo & Marsh, 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

"Best to Wear" WESTON'S SHOES

So, "Best to Sell"

Your patron's eyes they always please;
They fit the foot with greatest ease;
And by their length of service, too,
They always make fast friends for you.

For Ladies

Diamond Shoe
Queen City Shoe

For Misses and Children

Canadian Girl

Perhaps it is the approaching Spring that makes our office poet burst into song again.

We'll say so anyway, as Springtime is notoriously stimulating to the rhyming faculty. So, what with this influence and the supreme merits of his subject (as merchandise, even if not for song) he is herewith forgiven.

Of course we think a lot of Weston's shoes, because we make them, and are in a position to know exactly what goes into them in the way of good material and careful workmanship.

Most of our customers, too, think the same as we do about Weston's shoes. Have a good look at the Spring samples and you will feel like singing too.



"CANADIAN GIRL"

Cloth Top, Button, Patent $\frac{3}{4}$ Fox
Saska Last, M.S. Pat. Tip

No. 77	Grow. Girls	2½—6		
			Price	\$2.15
No. 177	Misses	11—2-	"	1.80
No. 277	8—10½	- -	"	1.50
No. 377	5—7½	--	"	1.25
No. 477	5—7½	Plain		
	Toe, Turn,	Spg. H.		
	Nature Last	- -	"	1.10
No. 577	2—4¼	do.	"	.90

For, verily, obvious quality is cheerful to behold,
In that it maketh merchandise so easily to be sold.

Weston Shoe Co., Limited

Campbellford Ont.

Style Shoes of Quality In Stock



J-314D — \$3.00

Women's patent welt, 7-inch Military lace boot, Versailles last, imported black cloth top, patent circular fox, combination fox and back stay, patent lace stay, plain toe, short vamp, leather Spanish-Louis heel. AA, 4 to 7; A, 3 to 7; B, C, and D, 2½ to 7. \$3.00.



J-1140 — \$2.40

Women's patent flexible McKay, 7-inch Military lace boot, Stage last, grey cloth top, patent circular fox, narrow patent lace stay, patent heel fox and back stay, plain toe, short vamp, leather half Cuban-Louis heel. B, C, D, and E, 2½ to 7. \$2.40.



J-308G — \$2.85

Women's patent welt, 7-inch button boot, Belmont last, black cloth top, circular fox, combination fox and back stay, plain toe, short vamp, leather Spanish-Louis heel. AA, 4 to 7; A, 3 to 7; B, C, and D, 2½ to 7. \$2.85.



J-314E — \$3.00

Women's patent 7-inch Military lace welt boot, Versailles last, Oyster-shell grey cloth top, patent circular fox, patent lace and top stay, patent heel fox and back stay, plain toe, short vamp, half Louis heel. AA, 4 to 7; A, 3 to 7; B, C, and D, 2½ to 7. \$3.00.



J-114D — \$2.35

Women's patent flexible McKay, 7-inch Military lace boot, Stage last, black cloth quarter, patent Duchess back stay, patent lace stay, plain toe, short vamp, leather half Louis heel. B, C, and D, 2½ to 7. \$2.35.



J-1080 — \$2.25

Women's patent flexible McKay, overlap button boot, Stage last, black cloth quarter, patent Duchess back stay, plain toe, short vamp, leather half Louis heel. B, C, and D, 2½ to 7. \$2.25.

Canadian retailers will find these new boots, just placed in stock, very attractive. They are built over perfect fitting lasts and of high grade materials which assure satisfactory wear. They are the kind of shoes that bring customers back for more. They do justice in every particular to the more than thirty years' reputation of their makers for producing shoes that hold trade on their merit.

Your copy of new season's catalogue is ready. It illustrates about sixty desirable styles. Every retailer should have one of these books.

UTZ & DUNN CO.
ROCHESTER,
N. Y.

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.



“PROMENADE” MODEL

- ¶ You can put more selling enthusiasm behind a BELL SHOE than any other because it substantiates your words by its graceful lines, its stylish pattern and the quality of the materials used in it.
- ¶ Wise shoemen follow the line of least resistance.

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.”

Gentlemen — “The King”



of
Boot Polishes—

NUGGET

THE “NUGGET” POLISH COMPANY LIMITED
9, 11 and 13 Davenport Road - - - TORONTO, ONT.

CLASSIC SHOES

for
Women and Children

The Neatest
Shoe in
Shoedom

The Shoe that is Sup-
planting Foreign
Footwear

What's the matter with Canada?



The answer is easy and emphatic—Nothing.

This country has a future before it that is more than equal to the fondest dreams of the most confirmed optimist within its boundaries.

And every merchant who falls in line and does his part in boosting the great "Made-in-Canada" movement is helping

his country forward to its greatness.

Now, as never before, the people of Canada realize how intimately their happiness and prosperity depend upon the activity of Canadian industries.

Sell "Classic" Shoes—a strictly Canadian-made line and one that has no superior in the world.



Welts - - - - \$3.00 to \$3.50
McKays - - - - \$2.25 to \$2.65

Getty & Scott

Limited

Manufacturers of
Women's, Misses' and
Children's Shoes

GALT - ONTARIO



Welts - - - - \$3.00 to \$3.50
McKays - - - - \$2.25 to \$2.65

GRANBY RUBBERS

Maple Leaf Rubbers



Granby and Maple Leaf Rubbers, for which Ames-Holden-McCready, Limited, are sole selling agents, have built up an enviable reputation in the past few years.

Our travelers are now on the road with new and most up-to-date samples. Wait and see our wide range in these two lines, and let our representative show you why MAPLE LEAF and GRANBY Rubbers are preferred by your customers.

Another point to remember is that you can confine your accounts to fewer firms, should you feel so inclined, by buying both shoes and rubbers from Canada's Largest In-Stock Shoe House.

Ames-Holden-McCready Limited

MONTREAL ST. JOHN TORONTO
WINNIPEG EDMONTON VANCOUVER

QUEBEC

Louis Beaubien, Enrg., Special Agent



Also

ANCHOR RUBBERS
DOMINION RUBBERS
KIMMEL FELTS
FLEETFOOT TENNIS

Keep This Memo Before You!

Memo See the MURRAY SHOE CO. Salesman as soon as he calls.



Of course you want to buy the most attractive models that are being shown for Fall.

And that's why you need to make a point of seeing our new range.

It demonstrates anew that we can supply you with leading sellers for both men and women.

There's a smartness about "MURRAY-MADE," "DERBY" and "CLEO" Shoes that is rare. And they have also the quality and fit that assure complete satisfaction to every purchaser.



Made in Canada by

The Murray Shoe Co., Limited
LONDON, ONT.

Montreal Branch

SOLE FRANK J. McKENNA AGENT
Read Building, St. Alexander and Jurors Streets

UP! UP! UP!

The sale of

North British and Elephant Brand RUBBERS

is ever on the increase, due to their quality and excellent service. They will always satisfy the most exacting buyer, coming up to all requirements in style, fit and honest wearing qualities.



We want your
placing order for
Fall, 1915



Thousands of retailers can vouch for our prompt service in making shipments of sorting orders from stock in our Toronto warehouse.

If you cannot procure our rubbers from your nearest jobber, write us and we will supply you direct from Toronto.

Be sure and see **North British Rubbers** before placing your order for Fall, 1915.

Ontario Trade looked after by our own salesmen.

AGENCIES

T. LONG & BROTHER, LIMITED	- - - -	COLLINGWOOD, ONT.
A. E. SAUCIER SHOE CO.	- - - -	MONTREAL, QUE.
J. C. HEMOND SHOE CO.	- - - -	MONTREAL, QUE.
ROY & DARVEAU, ENRG.	- - - -	QUEBEC, QUE.
THE SCOTTISH WHOLESALE SPECIALTY CO.	-	WINNIPEG, MAN.

The North British Rubber Co., Limited

Executive Office and Factories
EDINBURGH, SCOTLAND

Canadian Branch
43 COLBORNE ST., TORONTO, ONT.



REGAL SHOES

35 Regal Styles

ALWAYS IN
STOCK



CANADIAN STYLE 1515
Black Calf Blucher
Costs \$3.50

Also in Patent Leather and Button Style
in Black Calf

If there does not happen to be a REGAL SHOE SHOP in your locality, it would pay you to write us concerning the exclusive local selling rights.

Wherever there is a demand for high class shoes, the REGAL LINE is sure of success.

Regal Shoes are Made-in-Canada

The shapes and patterns are, however, identical with those sold in the 18 REGAL SHOE STORES in New York.

So that in REGAL SHOES you get the very smartest of the world's shoe styles and, at the same time, a thoroughly Canadian line.

Regal Shoe Co., Limited

102 Atlantic Avenue

Toronto, Ont.

McLAREN & DALLAS

Wholesale Distributors of Boots, Shoes and Rubbers
30 Front Street West, Toronto

RUBBERS



6121—Women's Princess Jersey Button



6120—Women's Empress 3-Buckle Jersey



3357—Men's Rosewood 3 Eye Low R.E.,
Solid Heel

Dainty Mode

Our rubbers are made by the Independent Rubber Co. in their modern mill at Merriton. The fine rubbers are adapted to the boot and shoe lasts of the season, and the heavy lines embody the latest improvements in lumbering and waterproof boots.



6143—Women's Rose Light Fancy Croquet,
Net Lined



3135—Men's Derby, Light Self-Acting Clog



6137—Women's Elite Light Croquet,
Net Lined



3139—Men's McGill Light Over (Toe Cap)
Net Lined

A close inspection of our samples will convince you that our range will cover your entire requirements.

We solicit your business for 1915. Our salesmen are now out showing samples.



3134—Men's Yale Light Self-Acting Over,
Net Lined

McLAREN & DALLAS

Wholesale Distributors of Boots, Shoes and Rubbers
 30 Front Street West, Toronto

RUBBERS



3108 - Men's Arctic 1-Buckle Cashmerette



3329—Men's Ash 2-Buckle R.E., Solid Heel



3367 - Men's Forest King, 3 Eye (High Cut) Red Sole, Solid Heel

Kant Krack

It is important in making rubber purchases to be sure of the quality of the goods you are buying and of the prompt delivery of your order on date specified

In both these respects you are quite safe in entrusting your order to us.

Independent Rubber Company Brands have set a high standard of quality, which will be maintained, and it always has been the policy of this mill to live up to shipping promises. You will insure receipt of the right kind of rubbers when you want them by placing your order with us now.



6124 - Women's Juliet Jersey Storm, Fleece Lined



3120—Men's Emperor 4-Buckle Jersey



3131—Men's Model, Light Storm, Net



3003—Men's Hip Boot, Gum Fusion



The following two letters explain the popularity of "LIFE-BUOYS"

Be one of the satisfied ones and handle "LIFE-BUOYS" another season.

QUALITY

Office of
J. D. CLIMIE
Dealer in
BOOTS, SHOES and RUBBERS

30 and 32 King St. West,
Hamilton, Can.
February 15, 1915

Dear Sirs:

I feel that I should congratulate you on your record in supplying such good wearing and good fitting rubbers during the past season.

I am pleased to state that I have not been asked to replace a pair, nor even to make an allowance on a pair. Taking into consideration that we have sold more pairs of rubbers than in former seasons, you certainly should feel proud of the "Life-Buoy" Brand.

Sincerely yours,

J. D. Climie.

STYLE OF LASTS

Peterborough, January 9, 1915

Gentlemen:

We are in receipt of the sample pair of rubbers, and think that in this shape you have exactly what is wanted. We have tried this over different shoes and it fits splendidly, and it is a style that we will adopt for the coming season.

It may be of some satisfaction to you to know that the shapes of your rubbers throughout are satisfactory. We have little trouble in fitting and are glad to see that you keep strictly up-to-date in your lasts.

Yours truly,

R. NEILL, Per K.

"LIFE-BUOYS" are made by
The KAUFMAN RUBBER Co., Limited - BERLIN, Ont.
Branch Warehouses throughout the Dominion





We Want Your Placing Order for
“Life-Buoy” Brand Rubber Footwear
 for 1915 FALL DELIVERY

THE
 PATENTED
 LEATHER
 INNERHEEL



IN ALL
 WOMEN'S
 HIGH-HEELED
 FIRST QUALITY
 LINES

A special feature that will add fifty per cent. to the wearing quality of the rubber.

They cost no more than the ordinary kind.
 You cannot afford to be without them.

Our salesmen will call on you during March or April with a brand new range of “Life-Buoy” samples. A number of interesting changes have been made that will appeal to you.

WAIT FOR THEM

VANCOUVER
 EDMONTON
 SASKATOON
 WINNIPEG
 LONDON
 TORONTO
 OTTAWA
 MONTREAL
 TRURO
 FREDERICTON
 CHARLOTTETOWN

THE
KAUFMAN RUBBER
 CO., LIMITED

HEAD OFFICE
 and FACTORY
 BERLIN,
 Canada.



Dependable
Quality

Attractive
Appearance



Good Fitting
Lasts

Popular
Prices

The Gracia Shoe is a specialty in Women's fine
MacKays at popular prices

Solid Leather Flexible No Squeak

SEVEN
LASTS
ALL
FITTERS



FIFTY
STYLES
ALL
SELLERS

FACTORY OF THE W. E. WOELFLE SHOE CO.

Made of the best of materials on lasts that have style and the all important FIT AND FOOT COMFORT.

Sold at prices that permit profit to the dealer and value to the consumer.

Sorting stock carried. See Fall samples before placing.

THE W. E. WOELFLE SHOE CO.

BERLIN - ONTARIO

REPRESENTATIVES—
 New Brunswick, Nova Scotia and Prince Edward Island—KILLAM & SEMPLE
 Quebec - - - - - A. MARTINE, 743 Champlain St., Montreal
 Ottawa Valley - - - - - E. E. CODE, 281 Wellington St., Ottawa
 Toronto - - - - - L. B. HUTCHISON, J. BRYANT, 76 York St., Toronto
 Toronto and East - - - - - L. J. ILES, Toronto
 Manitoba, Saskatchewan and Alberta - - - - - G. G. LENNOX
 British Columbia - - - - - F. F. HENDERSON, 416 Cordova St., Vancouver

Doctors
 ANTI-SEPTIC
 SHOE
 PAT. 1906 1909
 NON
 PERSPIRO



Popular Demand will be for Tebbutt Lines

You will soon be placing your Fall order. Naturally you are anxious to secure lines that will insure a quick turnover. This you can do only by stocking saleable footwear.

Then order a good assortment of the "Doctor's" and "Professor" Shoes and you are sure to please your most particular patrons.

Your men customers will appreciate these two brands because they approach so nearly the ideal in comfort, style and service.

See your jobber's Fall, 1915, samples of the Tebbutt lines before ordering.

The Tebbutt Shoe & Leather Co. Limited

Three Rivers, P.Q.

*THE
 Professor*

PAT. NO.  119409
 GOLD CROSS
 SHOE





The Independent heavy lines are
The Only Rubber Footwear "Made in Canada"
 by This Process

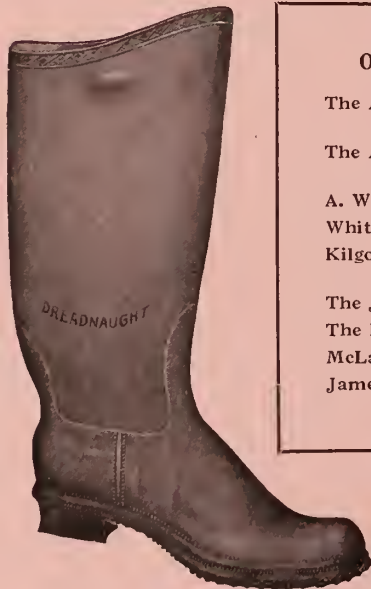
We are the pioneers of the Pressure Cure in Canada, and the results we have experienced are more than gratifying. In all parts of the Dominion retail shoe dealers are sending inquiries to our jobbers asking for more of these new lines.

SATISFACTION GUARANTEED

This New Process we are using takes away the uncertainty from rubber manufacture and assures a thoroughly uniform standard of quality.

Our Brands are: "Dainty Mode," "Kant Krack," "Royal" and "Bull Dog."
 Samples are now being shown by all our representatives listed below.

The Independent Rubber Company, Limited
 MERRITTON - - - ONTARIO



The "Dreadnought"

- OUR SELLING REPRESENTATIVES**
- 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 LondonShoe Co., Limited, London, Ont.
 - McLaren & Dallas - - - Toronto, Ont.
 - James Robinson - - - Montreal, Que.



The "Veribest"

Kant Krack

Be Sure You See the New Independent Line

before placing your next order for
Rubber Footwear.

In every style, from the lightest sole rubber to the heaviest of high boots, you will find in the Independent Range, the style and quality that your business needs.

The salesmen from our Jobbers' warehouses are now on their various routes. If you do not usually place an order with any of our wholesale representatives as listed on the opposite page, drop a line to the nearest and your inquiry will receive prompt and courteous attention.



Dainty Mode

THE
Independent Rubber Co. Limited
MERRITTON - - ONTARIO



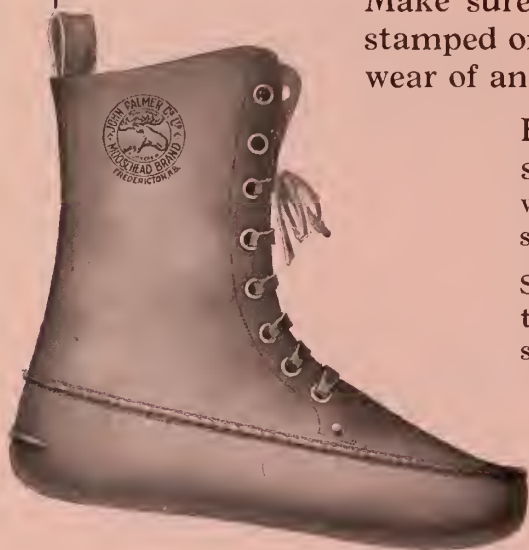
“Moose Head Brand”

Shoe Packs, Larrigans, Sporting Boots, Summer Packs

Make sure that the above trademark is stamped on every pair of oil tanned footwear of any sort that you buy.

By doing this you will not only be doing a service to your customers but to yourself as well, because every pair of “Moose Head Brand” sold means repeat business from satisfied users.

Sold and distributed by all the leading jobbers throughout the Dominion. Ask to see our 1915 samples and prices.



John Palmer Company Limited
FREDERICTON N.B.

The Largest and Oldest Manufacturers of Oil Tanned Waterproof Footwear in Canada

To-day's the day for “Everyday”

Our range for fall is now ready for inspection. See it—
and you will understand the sustained popularity of

The “EVERYDAY” Shoe

As its name indicates, the “EVERYDAY” Shoe is a shoe built for every day service. And our idea of service includes appearance as well as perfect fit and long-wearing qualities. That's why the “EVERYDAY” Shoe is smartly distinctive in style, and that also is why dealers find our line as staple as wheat.

See the Fall Range.

T. Sisman Shoe Company Limited
Aurora :- Ontario

RUBBERS!



JAMES ROBINSON

“Kant Krack” The “Royal”
 “Dainty Mode” Reliable “Bull Dog”
 Brands

You will find the Independent Rubber Company's goods, made under these brands the finest rubbers "Made in Canada."



A rubber to fit every shoe! The latest ideas in heavy rubbers! These two axioms have guided the makers in their preparation of this splendid range of rubber footwear. Your every requirement can be filled satisfactorily, for besides being extensive in range these goods are intensive in quality. James Robinson guarantees their excellence.

Travelers now showing samples. Place your order early, and make certain of prompt delivery.



James Robinson

MONTREAL



Special Announcement to the Shoe Trade

After March 1st, 1915, with each order for Arrowsmith Arch Supports exceeding Forty Dollars (\$40.00), we will give free of charge one Arrowsmith Footprint. The Arrowsmith Footprint is a patented appliance designed especially for dealers who sell Arrowsmith Arch Supports. It enables you to get an exact impression of your customer's feet, and is an invaluable aid in the proper fitting of Arch Supports. The imprints which accompany this article are taken from impressions made on the Arrowsmith Footprint. The cut in the lower left hand



corner of this page shows the imprints of a perfect foot. The other cuts show how a weak or broken-down arch will finally result in Flat Foot. The centre cut shows the imprint of a perfectly flat foot.

Arrowsmith's Arch Supports and other Foot Specialties relieve and cure every known foot ailment.

WE SELL TO THE SHOE DEALERS ONLY

Canadian-Arrowsmith Mfg. Co., Limited
 NIAGARA FALLS, ONTARIO, CANADA

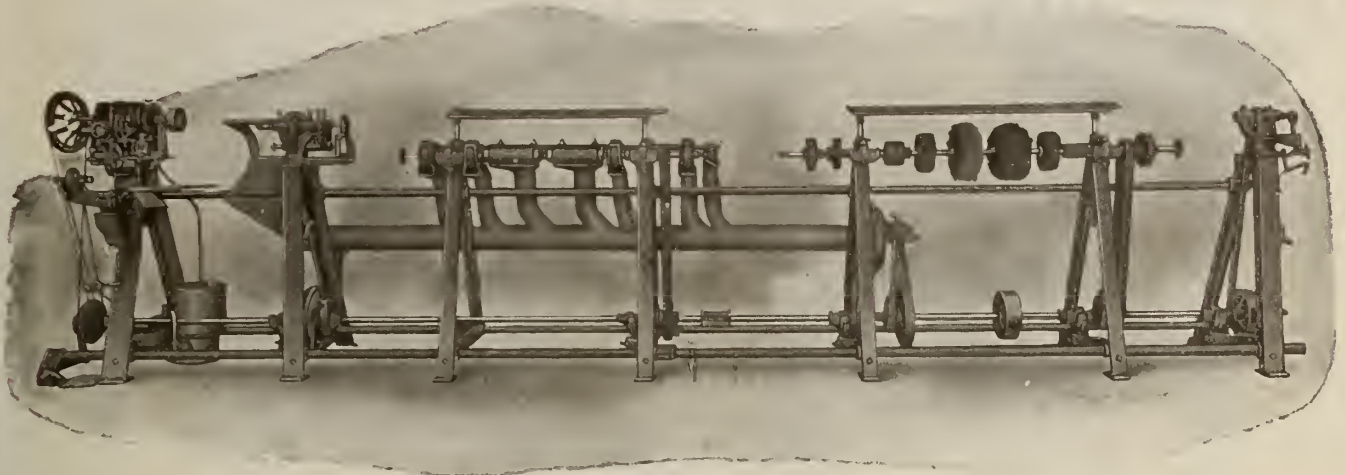
MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
 ALWAYS UNIFORM

Davis Leather Co., Limited
 NEWMARKET ONTARIO

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or 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



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



FOOT-PRINTS

"THE CANADIAN ENCYCLOPEDIA OF RUBBER FOOTWEAR"
FOR MARCH

Contains the Complete 1915 Catalogue of

"JACQUES CARTIER," "MERCHANTS"
"DOMINION" and "ANCHOR"
BRANDS OF RUBBER FOOTWEAR

During the past twelve months, greater strides have been made in the way of improved methods of manufacturing rubber footwear than at any time since the inception of the industry. The most important of these—which we control exclusively for Canada—covers vulcanization by a patented vacuum process whereby uniformity in "curing" is assured, thus producing footwear that is as perfect as it is possible for human skill and science to make it.

AS USUAL, WE LEAD IN STYLES, QUALITY,
LASTS AND "SERVICE"



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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Advance
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Military Effect is Leading Feature in Fall Shoe Models

The Bal and Button with Colored Tops in Many Shades and Fancy Trimmings are Outstanding Characteristics in Feminine Styles—Novelty Footwear with Strong Parisian Leaning is Decidedly Prominent—Men's Shoes are Also Extreme in Some Respects—Popularity of the Bal and Medium Recede Toe Again Evidenced

"Talk business and not war" is the slogan heard on many sides to-day. While this may be possible in some lines of trade, yet when discussing shoe styles for fall and even for the present season, a practically insurmountable barrier is presented. Why? Because all the new showings for the coming season speak of the military influence and impression in every line and curve.

"The military boot is the thing." It has caught on and in its varied expressions, shapes and forms will have to be considered. It is the proper footwear apparel, especially with milady. The natural trend of events to-day, and possibly for many months to come, will be martial in character, and styles in periods of such stress and strain as the world is passing through just at present naturally follow the lines of least resistance. There is something in the air which fires the blood, kindles the imagination, enlivens the step and starts the pulse beating more rapidly.

Patriotic appeals are heard on all sides, the Canadian Tommies are going to the front in thousands, pictures of heroes, guns, trenches and sieges are in the press on every page. The bugle note is sounding in every city, town and

hamlet, contingents are leaving and enlistment proceeding. But this is to be a general dissertation on footwear styles for fall and not on the ethics, tactics, manoeuvres or strategy of the contending armies in the titanic struggle in Europe.

Colored Tops Decidedly the Vogue

To the country's defenders the pattern and last makers have turned for inspiration in footwear fashions. The one big feature is the way in which the lace bal for women with colored tops is being projected in the arena. Not only is there a wide variety in hues, shades and combinations, but the samples completed by Canadian firms indicate a novel treatment of lace stays, vamps and foxings in both lace and button models, while the millinery effect of which so much is heard is having full play. Style is assuming a more important part to-day than ever in the selection and presentation of footwear, especially for women, and this is particularly noticeable in the larger cities. The goddess of Fashion has decreed that skirts for the present year are to be worn from six to nine inches from the ground with wide, flaring effect. This will afford the bewitching wearers a



On the left is a military blue cloth, with fancy patent forepart on stage last, patent eyelet facing, with covered Louis heel to match quarters. In the centre is a semi-stage model, with taupe quarters, wave cut top and patent

eyelet facing, patent vamp, ornamental foxing and half-Louis heel. On the right is a gaiter effect bal, with patent forepart and foxing, grey ooze top and fancy perforations along eyelet row and top.

better opportunity than ever to reveal the dainty covering for their feet and will result in tops being cut higher than last season and give unlimited variation in colors and materials, tints and trimmings.

But to particularize. In leathers the shiny, patent and

heel foxing, narrow, medium or ornamental to a high degree. Whether the military lace boot will have a general call in the smaller centres remains to be seen. While it has taken very well in the cities there is a general impression that the country towns will not fall for the radical change all at once,



On the left is man's patent bal, with moderate recede toe, patent eyelet facing, and top of fawn colored ooze. In the centre is a gun metal bal, with grey cloth top, square

effect at throat, and gun metal eyelet stay. On the right is a patent bal, with fawn cloth top and dull calf eyelet stay, wide round toe and 7-8-heel.

kid, will still retain the lead according to the best informed authorities. It has held undoubted sway for some seasons and there is not likely to be any material change. Gun metal will probably come next and while some attempt may be made to introduce tan and various shades of brown leather, it is not felt that there will be any special leaning to the russet family.

The military styles are the big feature of the season. The popularity of fabrics will continue with fawn and gray as the leading favorites, but there are many other colors, each manufacturer giving his particular brands of cloth in diverse shades such euphonistic names as taupe, wet sand, dry sand, putty, nigger brown, oyster gray, military blue, rose red, mauve, pearl, khaki, and others too numerous to mention or memorize.

Conservative Buyers Favor Subdued Shades

But the more conservative dealer in the small towns, while he is likely to order a number of lace bals, will not go to extremes in the matter of color. He will confine his buying to a few authenticated lines in which black and the more subdued shades are embodied. Some manufacturers are showing quarters of suede and kid in various colors.

In the matter of lasts there is no great change except that there is a strong tendency to vamps of medium length, the elongated pointed toe having run its course. The stage last will be immensely popular as well as the semi-stage last, while the narrow toe, the moderate recede and the square effect French toe will have a generous call if present showings count as a criterion.

In heels the leather Louis bids fair to meet with the most general response, but many samples carry covered wood heels, the covering being of the same material as the shoe quarters. Some creations have the half-Louis, the Cuban-Louis, the opera, the college, and various other pedestals.

Overgaiter Effect Still Prevails

The overgaiter effect which reached its zenith during the past season, will be witnessed again. Many offerings will carry circular and artistic shapes in foreparts, with

as the button boot is still a prime favorite with many women, who swear by it, while many dealers often feel like swearing at it.

Many Trimmings—and, Oh! So Gay

Leading manufacturers are catering to the military demand by the liberal use of braid, piping, fancy buttons in brass, colored enamel, inlaid effects, etc. The number of buttons vary from fourteen to sixteen with tops from seven to eight inches in height. But where the millinery effect will be particularly pronounced in lace and button shoes will be in the adornment or the trimmings, colored and otherwise, in lace stays and eyelet rows, front stays and collars, pointed tips, elaborate perforations, fancy stitching and other natty features.

There is an attempt being made to introduce the side lace bal but it is felt that this shoe is largely an innovation and will not be a factor in selling, except in very high-class trade. There are three kinds of cloths playing a prominent part in presentations for the coming season. These are box cloth, corkscrew and dreadnaught. The former has a heavy nap, the corkscrew a rather hard, firm finish, while the dreadnaught is softer and more pliable.

Prices Will Be Higher

Among shoe manufacturers generally it is conceded that there will be a considerable raise in price, owing to the new fiscal policy of the government. The extra seven and one-half per cent. duty on raw materials as outlined in the last edition of the SHOE AND LEATHER JOURNAL will no doubt cause an advance of at least 15 to 30 cents per pair to the retailer, which will mean an increase of from 25 to 50 cents to the consumer for the same quality of shoe as turned out a year ago. The price question was discussed very fully in the last edition of the SHOE AND LEATHER JOURNAL and need not be dwelt upon at any length just now. While manufacturers are absorbing a certain amount of the extra expenditure, they will have to pass a certain proportion of it along to the retailer. Just what that proportion may be many of

(Continued on page 39)

The Rubber Selling Season Starts Off Successfully

Prices on the Whole are Practically the Same as Those Which Have Been in Vogue for Some Months—Many New Lines Presented to the Trade—The Benefit and Necessity of Early Placing—Retailer Gains Nothing by Holding Off

Once more the placing order season for rubber footwear has been ushered in with March winds and spring sunshine. Armed with new catalogues showing all the latest styles, and fresh price lists, the traveling representatives of all the seven companies catering to the Canadian trade, started this week on their rounds and every part of the Dominion will be thoroughly covered within the next two months, the placing order period extending until end of April. Never has a wider range of high-grade, neat-fitting and beautifully finished rubber footwear been presented to the retail merchants, which speaks volumes for the enterprise and progressive spirit of Canadian manufacturers, who have, for several weeks, been busy on samples for next year.

Season Has Been Very Good

The past season has been a very satisfactory one for both the wholesale and retail trade, owing to the snow which came early in December and the wet weather conditions which prevailed at intervals in nearly every part of the country. Most of the companies report business ahead of last season and sorting orders are still arriving in fairly large numbers.

The first question that the retailer will naturally ask is how do prices compare with those which have been current

for some months past. It is pleasing to announce that, on the whole, there has been no increase and that too at a time when practically every article in man's and woman's apparel is ascending in cost. Notwithstanding the new extra tariff of seven and one-half per cent. on crude rubber, ducks, linings and other materials, which competent authorities state will add anywhere from three to six per cent. to the expense of production, the figures that prevail are just about the same, when all lines are taken into consideration, such as hip and short boots, leather soled boots, hunting and lumbermen's boots, leather tops, excluders, arctics, button gaiters, plain overs, croquets and the scores of varieties in rubber footwear. There has been a slight advance on leather tops owing to the constantly soaring figure for leather, but even here the increase is only a few cents and this is counter-balanced by some reductions in women's, misses' and children's rubber boots and other lines which, owing to the comprehensive character of the average factory's output, it is impossible to refer to in detail.

The Position of the Companies Outlined

"Yes," said a sales manager of one of the companies, when discussing the outlook, "we expect a large placing order business this year, although no special discount is



ATTRACTIVE WINDOW, SHOWING MANY LINES OF KAUFMAN RUBBER CO.—INSTALLED BY J. C. BUDREO, QUEEN ST. W., TORONTO.

Further Views on the Effect of New Tariff on Prices

May Be Some Time Yet Before Footwear and Leather Manufacturers Will Seriously Feel the Surtax—Some Tanners Think Embargo Should Be Placed on Canadian Hides—Will the Public Demand Cheaper Shoes—The Levy Accepted in Patriotic Spirit.

In reference to the effect of the new tariff on shoes and hides, several leading Canadian firms have written the *SHOE AND LEATHER JOURNAL* since the last issue, and their views are well worth perusal.

The Tetrault Shoe Mfg. Co., of Montreal, say:—"In our opinion the increase of seven and one-half per cent. on shoes will most probably hurt the import of the cheaper grades of American shoes. As regards the higher grades, they can stand an advance much better. The tariff increase on raw materials will advance the price of boots about four or five per cent., and may make people buy cheaper shoes. The increase of tariff will surely help a little the "Made in Canada" boot, but on the other hand, people will be less inclined to buy, and will practise more economy. It will affect every manufacturer to a certain extent as we are all in the same boat."

Getty & Scott, Limited, of Galt, Ont., observe:—"If we have to pay that advance on raw material you can certainly understand that we will have to advance the price of footwear. As far as giving any new advantage to the Canadian trade is concerned we cannot just see how it will do this as the extra 7½% would only increase the price of our shoes in proportion with the extra duty on American manufactured footwear. We feel, as far as the Canadian and American manufacturers are concerned, we are just standing about where we were before the duty went on. We believe, however, that the duty of 30% on American shoes coming into Canada is sufficient to protect the Canadian manufacturer and, had this additional duty been left off raw materials, we do not think you would see much American goods coming into Canada next season. What we want here are tanners and producers of raw materials who will give the shoe manufacturer these products at a right price, such as they get them for in the States and we think that the Canadian manufacturer will take care of the balance. However, we are perfectly satisfied the way things are and will go ahead and sell our shoes as close as footwear can be sold and try all the time to compete with our American friends."

J. A. & M. Cote Co., of St. Hyacinthe, Que., declare that the new surtax of seven and a half per cent. "will certainly increase proportionately the prices of shoes, which being already very high, it will cause buyers to be extremely careful, and buy only little by little, so that instead of giving a new impetus to Canadian shoe trade, it will rather slacken it some. It will affect the general shoe trade to a certain extent in the buying of raw materials, but for our part, as far as we are concerned, it will not affect us very much for this coming season, as we have already a pretty large stock on hand."

Dupont & Frere, Montreal, state "that there is no doubt that it is on account of the new tariff that we have just had an increase on upper and sole leathers, which will mean that we will have to increase our lines by at least 5%. It will also put the duty so high on imported manufactured shoes that, combining with the "Made in Canada" movement, it means there will be practically no more coming, and therefore, a better chance will be afforded for the local manufacturers to put through their lines, against the American's, but business being so quiet, we are afraid any impetus will not be very much noticeable."

What Leather Men Say

Lucien Borne, of Quebec, remarks that the new duty on leather and hides will certainly effect their glazed kid in-

dustry to a great extent and adds: "First of all we cannot get any supply of any kind of raw goatskins in this country. Our contracts for raw skins are placed for 4 or 5 months ahead. Unfortunately, due to the present condition in Europe, we have received but a very small quantity of our orders, and as we pass under the general law, we are bound to pay a duty on the said goods. As far as the tax on tanning extracts or other materials used in tanning or finishing leather, prices have increased in many cases from 25% to 50% due to the present war. This will work out now in another advance of the present tax. We consider that our lines under this last tariff will have to be advanced at the very least from 10% to 12%. After more attentive study of the situation, we could perhaps give you more information, but these are our views of the first application of this tariff."

C. G. Marlatt, of the Marlatt & Armstrong Co., Oakville, and chairman of the Tanners' Section of the Toronto Board of Trade, states:—"At present it is quite impossible to give other than crude ideas regarding what customs changes will mean to the leather trade in Canada. It has to be worked out, but, of course, any change like this causes inconvenience to the tanners and to their customers, all of which we have to patiently bear for the sake of the Empire of which we are a part."

What It Means In Figures

Logan Tanneries, of Truro, N.S., say: "The duty on hides will amount to \$550 per car or \$2.30 per pound, which means 1½c per pound on sole leather, which is our product. In addition to this, the duty and extra cost of extracts, etc., will add at least ¼c per pound. On to these have to be added our margin of profit, so you can safely say sole leather will be advanced 2c per pound. All our hides come from outside Canada and the freight and insurance rates are such that their prices have advanced materially. We think our export trade will be handicapped. It will at least to the extent of \$25 or \$30 a car in lost interest and duties and where prices are cut fine, this means something."

Max Clement & Sons, of Quebec, remark:—"The new duty will increase the cost of our leather. We buy nearly all the materials used to manufacture our leather from the United States. Since the beginning of the war we were buying hides from South America and the United States, as we cannot buy here in Canada all the hides we need for our industry. We know that a big quantity of hides are shipped from Canada to the States, and being obliged to pay 7½% duty for our foreign hides, we would suggest an embargo on all Canadian hides and skins and in that way at least hides would stay in Canada. All the European countries which are at war have an embargo on hides, also Italy, Norway and Sweden, and we do not see why Canada, being obliged to put on a war tax, does not place an embargo on our hides and skins. We are ready to pay a war tax to help the Empire, but we think we should first keep our own product here."

Wood Bros., of St. Catharines, Ont., say, "For producing lace leather, which is our specialty, we are compelled to buy most of our raw hides in the States as it is only the largest dealers who will make the necessary close selection that we require, and the duty will, of course, have to be paid by the consumer. The same applies to tanning materials such as we use, none being produced in this country. As we had some stock on hand we will make no immediate change in price."

U. S. M. Co. at Big Fair

No surprise will be felt that the United Shoe Machinery Co., of Boston and Beverly, Mass., and Montreal, Canada, will take a very leading part in the Massachusetts exhibit at San Francisco, and this by special invitation from both the state of Massachusetts and the Federal Government. The signal tribute that has been paid to the company is one that is thoroughly deserved, and the special exhibits of its activities which will be used at San Francisco go far to typify the industrial progress of the Old Bay State.

In the educational section devoted to the State of Massachusetts in the Palace of Education and Social Economy, the entire second floor has been assigned to the company, and here will be located the special exhibit which the company agreed to create upon the suggestion of Col. Peter H. Corr and his associates of the Massachusetts Board. A large part of the space will be given up to an exhibit of old and foreign forms of footwear that will show the development of the shoe from earliest ages. Side by side with this will be a moving picture feature showing the actual processes of manufacture employed in an up-to-date factory, and much of the remainder of the space is to be devoted to a series of life-like modes featuring the hygiene of the foot in its relation to shoes.

For its exhibit showing the development of the shoe from early forms, the company has not been obliged to go outside of the collection formed by it within the past fifteen years, drawn from every country where its operations extend. This collection, from among whose 600 examples the San Francisco exhibit has been selected, starts with the rough raw-hide sandal of the caveman and passes through scores of different shoe forms—sandals, clogs, high boots, slippers and shoes—down to the shoe worn to-day with slight modifications, over practically the entire civilized world.

The moving picture film showing the manufacture of the shoe is one that was prepared by the Publicity Department during the past year, and has been already shown at various trade and educational centres all over the country. As the "last word" in the application of the moving picture to industrial purposes, "The Making of a Shoe" film has already attracted widespread attention from manufacturers and educational bodies alike.

Death of Esteemed Shoe Traveler



After only a few days' illness from pneumonia, Charles J. Silver, one of the most widely known and highly respected shoe travelers in Ontario, passed away at his home, 490 Markham St., Toronto, on February 19. He was in his fifty-second year and leaves a widow, a son and a daughter. Mr. Silver had been connected with the footwear trade for

many years beginning with his brother, William Silver, when the latter was engaged in the shoe manufacturing business in Hamilton. Later he was with J. Whitham, of Montreal, for some time, but, for the past sixteen years had represented Toronto firms. For six years he was with the J. D. King Co., and for the last ten identified with the W. B. Hamilton Shoe Co., Toronto, looking after a large portion of western Ontario. Mr. Silver was one of the solid, progressive men in the trade. He made friends everywhere by his candor, uprightness and sincerity. For four years he was a member of the Toronto Board of the Commercial Travelers' Association, being elected the last time by acclamation. He was secretary of the Drummers' Snack Club, and a member of Georgina Lodge, A.F. & A.M., Toronto, and Barton Lodge, A.F. & A.M., Hamilton. In religion Mr. Silver was a Presbyterian and attended Old St. Andrew's Church.

His funeral, which took place on February 22nd to Mount Pleasant Cemetery, was largely attended by members of the Commercial Travelers' Association and by the employees of the W. B. Hamilton Shoe Co., who sent some beautiful floral tokens. The services were conducted by Rev. Harper Gray, pastor of Old St. Andrew's Church.

Right in the Front Rank

A recent edition of the Galt Reporter contains the following of interest to the trade:—"In the front rank of shoe manufacturers on this continent are Getty & Scott Limited, a purely Canadian concern, which has grown up with the country. They are the manufacturers of the Classic shoes for misses and children, with an enormous, modern plant at Galt, Ont. The first salesman of Getty & Scott set out with his samples in a telescope satchel on the front of his bicycle from Galt, headed for Brantford. He sold the first lot to the man who is now A. E. Rea's boot buyer. That first lot of boots gave such satisfaction in every way that from that time on Getty & Scott progressed rapidly and are to-day turning out boots and shoes by the carload. Instead of losing their quality, their products have improved and now equal any in the country for durability and appearance. Last year the Classic Shoe Co. experienced the greatest rush of business in the history of the firm. This year their output will be increased fifty per cent. over that of 1914. No greater tribute can be made to a line of goods than to have the same persons buying it over and over again and those who once wear Classic shoes always come back, and a satisfied customer nearly always means a couple of new ones."

An Attractive Publication

A very attractive catalog showing stock shoes for spring and summer in women's, misses' and children's that will enjoy a popular demand has been issued by Utz & Dunn Co., of Rochester, N.Y. The illustrations are clear and reveal some of the snappiest models in a variety of fine fitting lasts and fresh patterns. Aside from the dull and patent leather combinations usually carried, the company are including among their stock numbers some very pleasing cloth top military boots, both in button and lace, in welts, turns and McKays. For the coming season the firm have added a strong line of patent, dull and white Broadway pumps in welts and McKays and three eyelet and five eyelet cloth top military oxfords. The twenty-five salesmen of the company are starting out on their spring trips with a splendid line of samples for fall and winter. A wide range of pleasing shades that are in popular demand and an assortment of fine kid toppings in a variety of colors are being featured. Utz & Dunn Co. have added several new lasts, all with the fetching medium and short vamp effects. Their new catalog is one that any retailer will find handy during the coming season.

They Get No Drawback

With regard to the drawback of 99 per cent. of duty paid on imported leather used in the manufacture of army shoes for the First Contingent, and if manufacturers would get a refund, the Commissioner of Customs writes *SHOE AND LEATHER JOURNAL* as follows: "I beg to advise you that such drawback can only be paid on proof of the exportation of the manufactured articles from Canada. The proof required by the General Drawback Regulations is a copy of the export entry duly certified by an officer of Customs at the port of exit from Canada, also a copy of the relative bill of lading."

The Shoe Repair Man

Demand For Neatness

In the make-up of some persons—and there are quite a few of them when you count the women—there is a natural and insistent demand for neatness. Many of these people judge everything and everybody by the neatness or lack of it. Such persons will be prejudiced in favor of the clean and shining shoe repair shop and the neat appearance of the workers therein. It is one point in favor of the modern machine repair shop, that, as a rule, it is more like a clean office than dirty workshop.

If you are in the business to make a good living and not merely to kill time, you need all the customers you can get and must have the people who love neatness. If the neatness should drive away any of those indigenous to dirt, it is a safe assertion that the loss will not be great.

If your ability to do a good job of repairing is to be judged by attractive appearance of your shop, ask yourself whether you will win out.

If you have a modern repair place, therefore, make it as neat as possible, and remember there is a certain amount of oldtime prejudice that you want to overcome. Respect your occupation and feel proud of it, and it won't be long until your customers will take you at your real worth and recognize you as one of the leading factors in the community. It doesn't take any more effort to keep your place of business neat than it does for the proprietor of any other line of industry, and above all, never speak disparagingly of your occupation to anyone.

* * *

Edge Setting

Repairers, as a rule, neglect edge setting. Why? Mostly because the operation requires bearing down hard against the work. When the edge setting machine is used the edges are set much easier and quicker and by far better than by hand.

There are, at least, two types of edge setting machines—one type does the setting by means of a roll, and the other by the back and forth motions. The latter type is the better one, in the writer's opinion, as it will set more permanently than the roll. The roll, however, sets very nicely on cheap grade stock, laying down the nap in the same direction from start to finish. The harder the edge before edge setting the better.

The way to test the edge setting operation is to hammer down hard upon the bench a few times with the forepart of the shoe. If the edge does not give away you may rest assured that it is well set. The same is true of heel setting. With some leather, notably hemlock, the edge will have a reddish hue after setting. A little copperas applied to the leather will overcome this defect and produce a jet black edge.

* * *

Nails, Tacks, and Pegs

Keep your nails away from the grease or oil if you are to handle the nails one by one with speed. The dry nails, when taken from the bench, one by one, will not stick together. To put nails into the mouth and "spit" them out as needed is not the best way, considering that teeth will decay from the effect of steel, or friction of steel against the enamel of the teeth.

To handle tacks quickly from the bench a cement ball, placed in the box of tacks, will present each tack head first.

Pegs are seldom used, unless it be to hold the sole down during the outsole stitching or nailing operation and then two tacks are needed—one at the toe and one at the shank. Pegs in such a case are better than nails, which must be pulled out, leaving two perforations at the centre of the sole. Pegs are usually cut off flush with the surface of the sole, and after finishing the bottom the pegs are hardly visible. Have the pegging awl shaped larger at the extreme end than at the shank, so as to extract same easily from the leather. This is one of the schemes of an old-time pegger. Pegs driven in dry will hold better than pegs taken from the mouth and a small perforation will also hold the peg better.

* * *

Bottom Finishing

To finish the bottom of a shoe properly, sand the bottom dry, first level nicely, as sanding follows leveling and is right or wrong, according to the leveling operation. Use the right brushes, and the woolen brush is one of the best in connection with bristle brushes; that is the brush that will give the gloss and once you get the gloss stop right there, as next to that comes dulness of the finish, easy to understand as the the wax has been burnt off from the finish by over-brushing.

In the writer's travels he has seen a repairer setting edges after finishing the bottoms and was told that this was the best method, at least in the repair shop, where methods different from shoe factories may be entirely practical. In sanding and even in polishing the bottom the extreme edge of the sole is often destroyed by the sanding roll.

When wetting the edge of the sole prior to edge trimming the workman should hold the shoe bottom down upon the bench to make sure of not dropping any water onto the bottom, which would result in water stains. It is also better to wet the edges a few minutes prior to the edge trimming operation, so as to trim the edges in proper temper. The same is true of the blacking on the edge prior to edge setting.

* * *

Repairing with Cement

The writer has experimented recently to some extent and at his own expense in repairing soles with cement instead of nailing or stitching, especially ladies' turned shoes. When they are worn through the channel the cementing process is much preferable to any other process, in the opinion of the writer, if properly prepared. The proper method of preparing this work, be it a rubber sole or leather sole, is to take a piece of the very coarsest sandpaper or carborundum, rough up the sole of the shoe and the sole to be put on. Use the circular or oscillating motion of the hand, as this method roughs up the grain and opens the pores so that the cement will penetrate.

Take the very highest grade of rubber cement or the gutta percha patching cement. If rubber is used, put on one good heavy coat, let dry and then apply another coat. The first coat will penetrate into the pores and the second coat will adhere to the first, and if properly rubbed down, it will stick until worn out.

The sole should also be reinforced with a few slim nails, such as are used for lasting welts.

Put one of these in the centre and each corner of the toe, one in each corner of the tap in the shank and on each ball. There are many other advantages in cementing taps, especi-

ally in damp weather as the cement protects the feet from moisture and the shoe is more flexible.

Perhaps there are many repairers who would hesitate to adopt this method because it is new, others because they fear it is not practical. However, from a matter of economy, the alert and enterprising shoe repairer should investigate just such ideas as these if he wants to be able to give an attractive value to his customers at a profit to himself in cents and in future business. This is a period when the customer welcomes new ideas, and novelties are as strong a drawing card in shoe repairing.—**THE SHOE REPAIRER.**

Advertising Scheme That Worked Well

The Imperial Shoe Store, of Edmonton, Alta., recently tried out a new advertising scheme with satisfactory results. This store is the agent for Invictus shoes and saved up 123 empty cartons, making a big pile of them in the window. Each one was numbered on the bottom from 1 to 123, and the store put a pair of Invictus shoes in one box of the pile. A card was made headed, "Invictus Guessing Contest," and the person who guessed the number of the box containing the goods got the shoes or another pair that fitted. The store let the contest run for three days and the only trouble they report was that there were not enough numbers to accommodate the people who wanted to guess. No. 64 was the lucky number. Not one of the store staff knew which carton the shoes were in, as an outsider was engaged to place the pair in the box. Writing to George A. Slater, Limited, Montreal, the Imperial Shoe Store says:—"We had other cards stuck around the pile telling the merits of Invictus. We are going to save all our empties for two or three weeks and build up a bigger pile. We will put two pairs of shoes, one women's and one men's. This is a good stunt and the names and addresses of the guessers make a good mailing list."

Lack of Shoe Information

It occurs to the writer that there is a woeful lack of information in regard to shoes by the general public. The average consumer knows next to nothing about his footwear. He only knows when the shoe pleases him in appearance; some do not even know when the shoe is comfortable. This is shown by a general willingness to punish the foot in order to wear some shape or style of shoe that happens to tickle the fancy of the uninformed consumer.

These well-known facts suggest the thought that perhaps the shoe manufacturers have neglected a very large opportunity to educate the shoe wearing public as to the construction of shoes, as to the quality of shoes, and, what is still more important, as to the care of shoes. The different abuses to which shoes are subjected ought to be emphasized to the wearers so as to minimize the large amount of ignorant and unfair claims for replacement of shoes that are injured through the fault of the wearer.

Manufacturers have ready at hand a most inexpensive opportunity to disseminate information upon shoes. This opportunity can be embraced by putting a printed circular or leaflet in the carton with every pair of shoes. The cost of educational matter would be very slight, indeed, and if the shoe manufacturers would co-operate in educational work of this character, they would create quite a change of sentiment on the part of shoe wearers, because of the better understanding of shoes that they would have.

Altogether too little attention is being paid to the consumer. If the consumer really understood his shoes, there would not be so many flapdoodle legislators ready to introduce special legislation every year for the purpose of regulating the shoe business. It would be possible for the public

to be so well educated in the matter of shoes as to laugh these bunco representatives of the "dear peepul" out of court.

To expect such a condition of intelligence to arrive immediately on the starting of any sort of educational campaign is to expect the millenium. The main thing to remember is that nothing is now being done in this direction. The shoe manufacturers hold conventions and resolve and declaim: the shoe retailers hold a convention and declaim and resolve some more; the shoe wholesalers meet and issue a monthly bulletin among themselves. All of these different organizations tell each other the difficulties of their business but none of them say a word to the consumer.

The manufacturers, retailers and wholesalers act as if they were the whole cheese, forgetting that the public whom they serve is going to settle some of these things after all. Just now the public is in the hands of legislators who, for political effect, will introduce any old kind of legislative measure. The lack of information on the part of the consumer plays into the hands of political tricksters. When the business interests and the consumers get closer together, then there will be a better basis for honest politics and good government.—**Superintendent and Foreman.**

The Mid-Season Style Question

Congratulations to all retail shoe dealers, traveling shoe salesmen and others who are sincere in their desire that the introduction of new footwear fashions and fancies between seasons be abolished, or at least reduced!

The resolution on this subject passed by the convention of the National Shoe Retailers' Association in New York city the other day—based on a report agreed to by a joint committee of the retailers, wholesalers, manufacturers and lastmakers—is important, and is worthy of every one's congratulations, not so much for the concrete results it may or may not produce as for the good that always comes from any frank, general discussion of a public nuisance or annoyance.

In the past we have all heard much, in the shoe trade, about people who cordially endorse a proposition in an open conference and then rush home to start things going along exactly the opposite course. But that should be forgotten. The only thing worth remembering is that it is going to be not only a matter of interest, but a matter of serious, justifiable business for every one in the trade—be he retailer or drummer or jobber or manufacturer or lastmaker or trade paper publisher—to see for himself how consistently and conscientiously the spirit of the joint resolution on "style trend" adopted in the New York convention is carried out this year by those who are in position to carry it out.

The retailer who thinks clearly will perceive his responsibility in all this. He will not fail to realize its bearing upon his natural desire for "something newer and snappier" than his competitor is showing.

Likewise the jobber. The ambitious manufacturer who gives assent to the real meaning of the resolution must not forget it when he stumbles onto a sparkling new and exclusive pattern in November or May, and is sorely tempted to introduce it. The enterprising lastmaker, too, must keep it in mind when his energetic scouts scent and bring to light a mid-season style tendency that is an undoubted "winner."

The hard thing about it all, gentle reader, is that competition still continues to be the life of trade. But with so general an acknowledgment of the perniciousness of bringing out new shoe fashions between-times as has now been secured, the minimizing of the troublesome condition ought not to be impossible. Success to the movement!—**The Shoeman.**

Breezy Comment on Retail Shoe Advertising

J. W. Ingraham is a progressive shoe retailer in North Sydney and in his ad. makes a clear announcement that rubber heels will be given away free for a month. The conditions of the sale are distinctly set forth and no one can

Rubber Heels Given Free

During the month of January we will give FREE with EVERY PAIR of boots purchased here, at \$2.50 or over, one pair of rubber heels to fit pair of boots purchased or any other pair belonging to purchaser.

These heels will also be put on free of charge if the purchaser so desires.

Take advantage of this profit sharing sale by buying your footwear here.

We thank you sincerely for your kind patronage during the past year, and wish you a Happy and Prosperous New Year.

J. W. Ingraham, North Sydney
Phone 295.

misunderstand the nature of the advertisement, which is no catch-penny scheme, but a sincere desire to popularize rubber heels and develop trade in this line. Some comment might be made upon the typographical appearance of the announcement. The border is not of a particularly pleasing pattern, while the style of type in the body matter is too heavy, being more adapted for handbills or dodgers. A lighter face letter would have been an improvement.

The ad of the Balata Soling Co., of Toronto, is striking and effective. The heading is catchy and the illustration



Combination Whole Soles and Heels

—of—
Leather and Balata

(WATERPROOF SOLEING.)

Extending Right Through Under Heel as Per Cut.

\$1.50

This combination sole is an entirely new feature in the art of shoe repairing. It comprises one layer of solid oak tanned leather and one ply of Balata, making the shoe light, absolutely waterproof, and giving double the wear of an ordinary sole. This ideal sole for winter weather does away with the use of rubbers.

WE DO ALL KINDS OF SHOE REPAIRS

MEN'S		LADIES'	
Men's Whole Sole	\$1.30	Ladies' Whole Sole	\$1.38
Men's Heels	\$1.20	Men's and Ladies' 1/2 Sole	1.00
Men's 1/2 Sole	1.20	Men's Rubber Heels	.40
Men's Rubber Heels	.40	Ladies' Heels, Rubber	.75
Men's Leather Heels	.35		

BALATA SOLING CO.
62 Richmond East

Phone Adelaide 3108. We Call and Deliver.
One Minute East of Shear's.

affords the readers an idea of what is meant by having a combination whole sole and heel put on shoes. A list of prices is presented so that the announcement is one that should bring results, in that one knows exactly beforehand what it is going to cost him or her to have their footwear needs attended to. A brief, snappy discussion of this new

feature in the art of shoe repairing is given and emphasis is also laid on the fact that the establishment calls for and delivers work. Too many repairers leave the public to imagine this, whereas it should be distinctly stated in every ad, because persons will often get little jobs done, which they may otherwise neglect, if they know goods will be sent for and delivered upon receipt of a telephone message.

Charles E. Raven, of St. Thomas, Ont., makes an important announcement in reference to Union-made shoes, and his ad no doubt would have a good effect in appealing not only to the working classes, but to others as well, who

Union Made Shoes

In selecting our line of Good Footwear we give the preference to shoes bearing the Union Stamp, and as a consequence the majority of our better lines of shoes bear the stamp of the Boot and Shoe Workers' Union.

The Union Stamp tells the story.

We Cater to the Wants of Union Workmen

Buy good Union Made Shoes. They are far cheaper in the end than shoes made by nobody knows who or where.

Trunk Department

Trunks \$2.00 to \$25.00; Suitcases, \$1.00 to \$12.00; Club Bags \$2.50 to \$15.00; School Cases, 50c to 75c.

CHAS. E. RAVEN
655-659 Talbot Street



know that the use of the union stamp generally carries with it excellence of workmanship and superiority in construction. The ad is three columns wide and is very well set up, although the lines might be a little more artistically balanced. Mr. Raven refers briefly to his trunk department and gives a range of prices at which these goods are sold.

The advertisement of J. A. Taylor, shoe retailer, of Petrolia, stands out very clearly and prominently. The cut used is an excellent one, and at once arrests attention. A short, breezy description is given of the shoe, telling of its main features and indicating the price. The white space around the body matter serves to draw attention to the announcement. The ad on the whole is clean-cut, well

You'll Like The

Men's Work Shoes we are showing, viscolized soles, bellows tongues, 10, 14 and 16 inches high. They're just what you want to keep your feet dry and comfortable.

Great foot protection for the out of doors worker.

\$3, \$3.50 and \$4



TAYLOR, THE SHOE MAN
PETROLIA

This Shoe Store is a Saving Institution

set-up, and well-arranged. The slogan "This Shoe Store is a Saving Institution," is also something new in the line of business mottoes, and is original and effective.

Attaching Skates—Just For Fun

"Yes, it is another care of where the shoeman is the goat," remarked a Hamilton shoe dealer the other day, as he was struggling with an awl, a hammer and screw driver, while he had a shoe over a repairing rack. "We do not get a single cent for putting on skates," he indignantly remarked, as he hit his thumb a blow, "and it is another case of how we are imposed upon constantly. This job of attaching skates is worth 15 cents, if it worth anything, yet the majority of dealers will screw on the skates free of charge, if the hockey boots are bought at the store, or if the skates are purchased in the shop, for, you know, some dealers handle skates as a side line. Why I have even had young people, and older ones, too, who have bought their boots at another stand, and their skates from a hardware dealer, come in here and ask me to attach the blades out of the goodness of my heart and the kindness of my disposition. I do not know what the shoe business is coming to when the retailer will fasten on skates gratis, simply because the dealer has sold a pair of hockey shoes. The reason I do it is because the other fellow does and I have not backbone enough to stand out and get what I know the thing is really worth. If we had a local association here we could eliminate many of these abuses, and until we are united as a body, and stop the evil of returned goods, approbation, late hours, etc., I suppose we will go on in the same old way."

Big Demand For Heavy Leather

In spite of prices domestic trade has increased a little since the first of the year, but it is still considered far from rushing and few are running full time or force. However, most of the manufacturers are looking forward hopefully and are ready to jump into the collar as soon as orders are placed. One thing is very evident, and that is the demand for heavy leather for export, and if it keeps up the manufacturers of heavy shoes will have a hard time to get any even though they are willing to pay the price. Unless conditions change soon it looks as though we would have to adopt a new kind of foot covering for those who work on the outside. It is said that the price of a hide has increased 700 per cent. during the past twenty years. It is likely to keep on increasing in value, if so much money may be made by holding it for a high price.—Shoe Topics.

Live Pointers on Fitting Shoes

One of the most necessary rules for clerks to adopt is to study the foot after you measure it. This leads the prospective buyer to believe that you have a knowledge of your business and are qualified to meet the required demands.

First, the length of the foot should be definitely determined by means of a measuring stick. Next, the general shape of the foot. 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.

The long, thin foot is the most difficult to adjust properly. From its shape at the instep it has natural tendency to extend toward the toes. Allow at least two sizes.

Always fit the ball joint; this rule never fails the salesman and the effect is very pleasing on the customer's foot. In order to insure comfort, the joint should be set well forward in the vamp; this can be acquired by advising the proper length and width.

When fitting keep these two things in mind: The fit, when the customer is sitting, and the fit when standing with the weight of the body in the shoe. Sometimes when

the customer is sitting, the shoe will feel easy, but when the weight of the body is in the shoe the foot broadens.

Don't fit a thick toed, bunchy foot to a drop toe last.

Don't fit a thin-through foot to a knob toe last.

Don't fit a crooked foot to a straight last.

Don't fit a straight foot to a crooked last.—Boot and Shoe Recorder.

Timely Counsel by John Wanamaker

The stores of fifty years ago, compared with the stores of to-day, look like little candles compared with the present 500-watt tungsten lamp. In the best type of the modern store the floors are all level from street to street. There are no crowded aisles. There is abundant light everywhere. The ventilation is perfect. A complete stock of merchandise is kept up the year around.

Safety first, no matter what the expense, is the daily duty a store holds to its every-increasing patrons. As yet nobody has said that we have made a mistake in providing comfort and securities for the safety of our customers.

It will naturally follow that no one connected with a store will be lacking in politeness to the visitors, lookers and purchasers, who care for civility but not or familiarity. No matter how many advantages we have to offer in our continually fresh-re-enforced stocks of merchandise, and however carefully it is priced at attractive and just prices, nothing is so much appreciated as prompt, quick and good service at every counter and corner of the store.

Few persons understand that there are "seconds" in almost every class of goods, that cost the dealer less, and should be sold to the consumer at a lower price, but are frequently palmed off on customers at the top price, or, what is worse, the goods are advertised as the standard goods selling at an off-price, when the price charged is what the same goods are sold at by reputable houses.

It is hardly to be expected that all customers know the tricks of the trade; nor can they know the actual values. Therefore, it is well worth while to try to ascertain the facts and compare merchandise. With few exceptions goods can be sent home from more than one store, and this house was the first to accept returns of purchases not wanted by buyers. The only business that will satisfy us is that which is genuinely right and gives full value for money paid.

From the first letter of the alphabet to the last a store must make good in the character of the advertising. In shaking an apple tree the first to fall are the rotten apples. To shake a store by its own advertising pole will often reveal its fictitious claims.

It is always difficult to get definite facts on any subject. It is certainly important that everything put into type be accurate. Advertisements must be news of fresh goods. They must be printed in good English, must be devoid of mis-statements, must convey information to clerks and customers, must offer fair service, and must tell of just prices.

From every room under the vast roof we have barred out—deception, dishonesties, delusive statements, disguised goods, and pilfering prices. Our store will play fair or not at all.

To be personally "on the job" as President Wilson says is the fundamental law of all successful storekeeping. Business is not a matter of machinery. It is not a great granite building. It is not iron and steel and rock: it is the human force that is in it. It is the man.

The worst case we ever heard of was that of an Arkansas shoe dealer. He was sitting at the rear of his store one day when a lady entered. "I want to buy a pair of tan shoes," she said. The dealer hid his face in an expansive yawn. "Sorry, madam," he said wearily, "but you'll have to come in some day when I'm standing up!"

Will Make New Issue of Stock

A special shareholders' meeting of the Canadian Consolidated Rubber Co., has been called for March 8th in order to ratify the action of the directors at their meeting held in Montreal recently, when it was decided, in order to raise funds for new financing, to issue a million dollars' worth of 7 per cent. preferred stock, and to offer same to shareholders. The authorized preferred stock of the company at the present time is \$2,000,000. Of this \$1,980,000 is outstanding. The new issue will include the \$20,000 of the old stock in the treasury, and will therefore really be for \$1,020,000. In case all of the issue is not taken up by shareholders, the directors have secured a client who will take the remainder at par. Besides the outstanding preferred shares the company has \$2,804,120 common and \$2,590,000 bonds outstanding. The proceeds of the new issue, it was stated, by Mr. T. H. Rieder, vice-president and general manager of the company, will be used to increase the equipment at the Berlin tire factory, and to enlarge the department for the complete manufacture of rubber clothing recently established. In 1913 the company's surplus profits, after paying dividends at the rate of 7 per cent. on the preferred, and 4 per cent. on the common stock, amounted to \$139,742. This was carried forward to a balance of over \$2,000,000.

Unique Display of Army Shoes

An impression has got abroad that Canadian boot manufacturers cannot make boots. Anybody thinking along these lines, however, will be speedily disillusioned if they pay a visit to the store of the George G. Gales Co., 77 Sparks Street, says an Ottawa exchange, where may be seen some of the finest types of army boots possible to produce, and all made in Canada. Recently, the Ames-Holden-McCreedy Co., of Montreal, have carried out a large contract for the French government for army boots. Many thousands have been made, and there are a quantity of these on view at Gales. The display shows the boots during the various processes of construction, and an examination will convince anyone that the manufacturers believe in the old maxim that "there's nothing like leather."

There are three pieces only used in the making of the

uppers of the boots, and there are no seams to chafe the warriors' feet or to cultivate corns or other objectionable things. The soles are built strongly of solid leather throughout, as may be seen by the sections of the boots on exhibition. They are finished with steel slugs in the heels and "hob" nails in the soles. The leather used in the manufacture of the boots is also shown, both before and after waterproofing.

Opens Up Large New Store

J. H. Porter, who is now operating a chain of stores in Toronto, known as the J. H. Porter Shoe Stores, has established his headquarters at 225 Yonge Street, corner of Shuter. The new premises are 100 feet deep and 25 feet wide, while at the rear is a receiving and storage room 50 feet in width, making the interior the shape of an L. What impresses the visitor is the generous window space for display purposes, there being four double windows on Shuter Street extending the full depth of the store, and two on Yonge Street. This is said to be the largest glass area of any footwear shop in Canada. The double carton system prevails and the fixtures are all of mahogany with comfortable settees upholstered in leather. At intervals are display tables, covered with Scotch linoleum and under the surface of the table are shelves for carrying the lines shown on top. Each table thus serves a double purpose. The newest Lampson carrier system has been installed communicating directly with the cash registers on the mezzanine floor at the rear where Mr. Porter has also his private office. All the display windows have paneled back grounds of pure white, the wood work being covered with three coats of white paint and two of enamel. The corner window is so large that it requires three hundred shoes to properly dress it. Each of the double windows is divided by a neat, airy partition and for exhibiting goods all kinds of shoe stands are used including a number of attractive glass pedestals. Artificially the new Porter shoe store is lighted with the latest nitrogen electric lamps, there being five each of one thousand candle power in the store, two in the front windows of one thousand candle power each, and eight in the side windows of four hundred candle power respectively. Mr. Porter announces that his motto is "High Grade Shoes at Popular Prices," but that quality is the first consideration.

THREE LEADING ONTARIO LEATHER MANUFACTURERS



C. G. MARLATT, OAKVILLE, ONT., THE NEW CHAIRMAN OF THE TANNERS' SECTION, TORONTO BOARD OF TRADE.



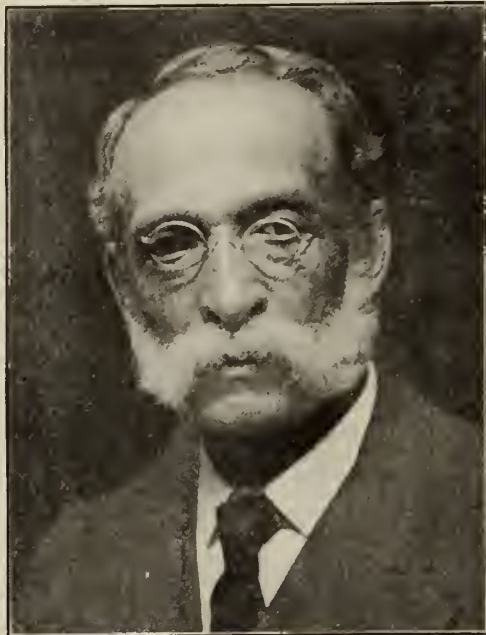
S. MORLEY WICKETT, TORONTO, RETIRING CHAIRMAN OF THE TANNERS' SECTION, TORONTO BOARD OF TRADE.



CHAS. ROBSON, OSHAWA, ONT., THE NEWLY ELECTED VICE CHAIRMAN OF THE TANNERS' SECTION, TORONTO BOARD OF TRADE.

Veteran Leather Man Passes

Another veteran in the leather world has passed away in the person of Charles King, who died on February 22 at his residence, 89 Howland Avenue, Toronto, in the seventy eighth year of his age. A few weeks ago, while paying a



visit to Whitby, he caught a chill on the station platform awaiting a train to return to Toronto. He recovered from the effects but a relapse occurred which proved fatal. Of late years the deceased had lived in Toronto, but for a long period he was a resident of Whitby, always taking a prominent part in the industrial, social and public life of the town and the county of Ontario. After landing in this country and spending a short time in the United States, Charles King joined his brother Joseph King in the leather manufacturing business in the pretty lakeside town. This was away back in the early sixties and the partnership continued until 1883 when Joseph King retired, coming to Toronto to enter the leather and shoe findings trade. Charles King was identified with the tannery at Whitby up to the end, although of late years the business has been conducted under the name of King Bros. Co. Limited, Joseph and Theodore, sons of the deceased, being the active partners. Many years ago the plant specialized on calf leather and "King's calf" was a brand known from one end of Canada to the other. Another interesting point in connection with the career of the late Charles King is that he was the first leather manufacturer to advertise in the *SHOE AND LEATHER JOURNAL*, taking space in the initial issue in 1888. To mourn his departure a widow, six sons and two daughters are left. The sons acted as pall bearers at the funeral. They are: Samuel, Joseph and Theodore, of Toronto, Adam, Leon and William, of New York. The daughters are Mrs. Goodman, of New York, and Mrs. Drainin, Toronto. There are two brothers, Hermann, New York, and Joseph, Toronto. The departure of Charles King marks the severance of another tie binding the present with the past, but with his passing there is left the memory of a long, useful and upright record.

A New Material For Shoes

Is leather destined to disappear as a material for shoes? The laws of reason, of physiology, of experience, even of such fads as vegetarianism all demand that leather be discarded as footwear. Not only do they cause fetid perspira-

tion and want of ventilation of the feet, but they imprison the muscles, tendons, ankles and toes, cause callous flesh and sore skin, not to forget corns and bunions. Flat feet, fallen arches, hide-bound tendons and a whole host of other ills are directly traceable to the tough and partially pliable leather. Dr. H. R. Goodwin, a veterinarian, has just discovered a novel and cheap substitute for leather which should in every way be made to take the place of leather boots and shoes. Waxed canvas—a form of paraffined cloth, with soles of linoleum or balata—is his contribution to the health and welfare of humanity. Those who have taken to these suede, canvas, cloth, satin and other paraffined materials, since Dr. Goodwin's discovery, have been agreeably surprised at the complete disappearance of tough skin, callous flesh and corns. Moreover, the elasticity and agility of the feet are once more restored and no rain or water can penetrate the paraffined stuffs. Indeed, the feet are never cold or chilled in these "panscorum" cloths.

New Position For Mr. Diamond

S. E. Diamond, who has been appointed manager of the Winnipeg branch of Ames-Holden-McCready, Limited, succeeding A. L. Johnson, who has been made general sales manager of the company, with headquarters in Montreal, has been a resident of the Dominion for eight years. He is of Irish extraction, being born at Draperstown, Londonderry county, Ireland, where he received a national school education. At the age of fourteen years he joined the office staff of Messrs. Workman, Clark & Co., Limited, ship-builders and engineers, of Belfast, in whose service he remained until 1907, when he resigned with the object of coming to Canada. Shortly after reaching Winnipeg he



secured a position with Ames-Holden Co., Limited, and remained with that firm until the amalgamation of the businesses of Ames-Holden and James McCready, Limited, in 1911. Since then he has been acting as office and credit manager of the present company. The thoroughness of his work and the efficiency of his services have been recognized by his promotion to the post of manager and many friends in the trade will extend their congratulations to Mr. Diamond, who is a gentleman of ability, energy and force of character.

Military Effect in Fall Shoe Models

(Continued from page 28)

the producers are not prepared to say until they have all their samples entirely completed and have gone exhaustively into the cost problem.

Men's Shoes, Military or Millinery?

In men's footwear there is never the same wide range in variety, fantastic effects, artistic combinations, panels, inlays, fancy stitching, elaborate perforations or other "gingerbread" manifestations characteristic of feminine foot-

men's shoes are about the same height as last season—from six-eighths to eight-eighths. Blind eyelets continue to be shown in large numbers. The gaiter effect is also found to some extent in men's footwear. A leading stylist states that there is this year a strong Parisian leaning in foot toggery for both sexes, and it is anticipated that black and white effects may be very much welcomed for their striking contrasts. In men's outing shoes, white, tan and mixed leathers are being displayed and a large number of models carry rubber heels and soles.

To sum up, both men's and women's shoes for autumn smack of the vagaries of eternally altering feminine fashions.



On the left is seen the new diamond tip, patent leather, with whole cloth quarters, slant top, and combination narrow foxing and back stay, Louis heel. In the centre is a novelty in a man's oxford. The materials are white buck and patent colt, making a combination of white and black. The tip, saddle strap and heel foxing are adorned with a

row of white stitching on either side of the perforations. The sole is of white ivory. On the right is a New York side lace novelty, which some firms are trying to introduce. The forepart is of patent, the quarters of grey cloth, with patent lace stays and Louis heel. Many years ago this shoe was seen but never became very popular.

wear. The average lord of creation is more conservative in his tastes and many business and professional men adopt a certain style of last and adhere to it from season to season. Numerous Canadian manufacturers think that the popular selling line will not be the extreme English last or the very pronounced drop toe, but a medium drop or wide round toe.

Of course, the leading style in shoes for men is the bal. In the better trade it has to a very large extent displaced the Blucher and the new square effect at the throat is very striking, while the stitching and corded tips of last season are again marked features in many samples. Some samples carry toppings in various shades—putty, dark brown and grey—while a few have fancy binding, inserts and pipings.

This season men's shoes seem to have gone to the extreme in fancy work, but whether the "millinery" effects will take well with the masculine persuasion remains to be seen. Of course the young man is always in a receptive mood for any novelty type of boot or innovation that may be presented, and the new military and gaiter effect creations will no doubt appeal to him. Gunmetal is still the most popular leather, with patent in strong favor for dress occasions. Most manufacturers are going light on colors. Nut brown, mahogany tan and other shades are likely to have only a fair call.

The average buyer will likely be perplexed in the numerous colored toppings that the shoes carry, but fawn and grey predominate.

The button shoe will still be shown in a number of styles, and is the real shoe for dress functions. Heels on

Just how far the "high-flown" and "far-flung" types will prove good sellers remains yet to be seen.

Patent Kid Coming to Front

Speaking on the patent leather situation, a leading authority offers the following views:—

"While it is well known that shortly after the outbreak of war in Europe that England and France placed an embargo on all kinds of leather, and that there was little hope of American shoe manufacturers being able to secure their customarily large supplies of calfskins from Germany, the fact was not so generally known to shoe retailers that there would be a great shortage of coltskins for patent leather. Our principal source of supply for coltskins is Russia, and when the Russian government placed an embargo on the exportation of these skins it seriously curtailed the use of patent colt as a leather for shoes in America. When the war broke out American tanners of patent colt had only small supplies of skins. On top of the scarcity of patent colt is the definite prospect of a very strong demand for shiny leather shoes. This demand must be met, but dealers cannot expect to get patent colt. In this somewhat serious situation the attention of manufacturers and retailers is being called to patent kid as a satisfactory substitute for patent colt. In standard grades, patent kid is fully as desirable as patent colt; it can be secured in almost any weight; its lustre is as high as that of patent colt; it readily conforms to the foot and is more comfortable than other shiny stock. Other kinds of patent leather have advanced in price except patent kid,

which is now sold at a wide range of prices and in a greater variety of grades, so that it is available material for shoes at medium prices and up. In the past, patent kid has been used almost exclusively in the higher priced lines, but with the great demand for a satisfactory substitute for patent colt, the tanners have turned to patent kid."

New Colors Almost Every Day

Style prophets declare that a change likely to be made in the near future replacing the colored cloth tops on military bals is colored kid. Already some manufacturers are showing bals with kid quarters in various hues and scarcely a day passes but some fresh tint is presented for consideration of the trade. Among the very latest names may be mentioned Louvain blue, Alsace red, Belgian green, ecru, plum, champagne, Newport tan, pongee, tuxedo brown, mustard, beige, buck, mauve, mouse, suede, battleship gray, and a host of others. The most popular heel for the coming season is the leather Louis and leather Cuban Louis.

Some manufacturers report that black and white effects may go very well. A number of shoes are being shown with black foreparts and white kid quarters, black eyelet facing and white eyelets. The midget eyelet and the midget lace are used on several fall samples.

It is the general opinion of manufacturers, although many did not place orders last season for oxfords, that the coming summer is going to see a decided run on this class of footgear, which has not been in exceptional demand for some time. In fact, those in a position to know declare that oxfords will largely replace colonials and Cleopatras. The oxfords will be mostly of the military type, with colored cloth quarters, fancy stays and foxing and concave heels. The return of the oxford is one of the surprises of the coming summer season.

Views of Some Manufacturers

The Blachford Shoe Manufacturing Co., Toronto, are sending out a handsome circular showing the lines in which this enterprising firm are giving prompt service. They have been running to their fullest capacity turning out the new lines of the season such as the sand, putty, gray and fawn tops in both the lace bal and oxford and also the button boot and colonial. The military lace boot, which came to the front so quickly, they have already shipped large quantities in and they state that for fall this will become even more popular.

The Perth Shoe Co., of Perth, have put in several French lasts and their fall models have all the fancy trim-

mings. In their line of samples are seen several military bals and gaiter boots with fabric toppings of different colors. Patent facings are noticeable as well as other attractive effects. Patent is the leading leather and the range for fall was never more complete or fetching.

Gourlay & Fogelberg, of Berlin, report that they are putting in two new lasts as well as a variety of new styles and patterns. They are placing in line this year a shoe very popular a number of years ago, which has a side lace. In the higher grades it is thought these shoes will sell very well. Cloth tops of various shades will be a big factor in shoe-making during the coming season, and one of the principal reasons is that the price of leather has gone up, and is still ascending. The firm do not think there will be any radical changes in regard to lasts as the shapes of last season have taken very well with the trade.

The Wm. A. Marsh Co., Quebec, in men's styles are showing two new lasts, one a recede toe last built along the English lines and the other a medium high toe last fairly full in the toe, both of which they expect will be good selling lasts. In fall styles there will probably be a predominance of the bal over the blucher, since this style seems to be winning a great deal of favor on account of its neat appearance. Buttons are not selling quite so well as last season. The calf leathers are still holding their ground, even at advanced prices, but for shoes at a price, the Marsh Co. think the trade will be obliged to substitute veal for calf. This will not effect the wearing quality of a shoe, but, of course, a little of the fineness will disappear. Tans, except in the darker shades are almost dead and even darker shades are not so popular as they have been during the past season or two. A few cloth tops are being shown in the men's lines. The company are showing two new lasts in women's—one a plain toe with a short vamp and carrying a fairly high heel, and the other a low heel, medium high toe, fully rounded and almost a straight last, more for a growing girl than for a woman's shoe. The styles tend towards military effect, both in gun metal and in every shade of cloth tops. Patent leathers and calf with these cloth tops will probably be the best sellers, while in the cheaper lines dongola will still be popular.

* * *

This is the first of four regular editions of the SHOE AND LEATHER JOURNAL devoting special attention to fall footwear styles and featuring the latest Canadian models. Other issues will contain additional data of much interest and importance.



On the left is a recede toe, with square effect at throat, gun metal vamp, grey cloth top and gun metal eyelet stay. In the centre is an oxford made of drab Palm Beach cloth,

with drab ooze eyelet stay and blind eyelets. On the right is a gun metal bal, receding round toe, flat broad heel and blind eyelets.

Pointers on Shoe Repair "Profits"

Editor, SHOE AND LEATHER JOURNAL:

I have been in the repair business for some months now. I was formerly in the retail line but just at present I find that I can make more money repairing. I read your paper regularly and it contains a number of good pointers and some that are not worth the paper on which they are printed. Things are high in the West just now, and if we put buttons on a pair of shoes we charge fifteen cents for the job. If any one wants a pair of laces we have all kinds and colors which we sell at five, ten and fifteen cents per pair. Buttons, laces and other findings cost us real money and we do not give anything away these days nor do we do any work for nothing.

I see that your paper contains many articles about the shoe merchant not knowing his exact profit. If any repairer would attempt to do some of the things you outline for him, in the way of securing business he would not keep his doors open very long. I will admit that there are too few of us who have any idea of proper profit in this trade. Some day, when I get time, I am going to jot down a few "ifs" and "whys" for you to work on. I know of one repairer in this city who has six men going about the city canvassing for jobs. He gives, or is supposed to give them, twenty-five per cent. commission. Now this shop in question puts on a good sewn half sole and rubber heels for \$1.25. If you pay eighteen cents for rubber heels, allow twelve cents for stitching, twenty cents for leather, forty cents for the labor and pay the canvasser who brought in the work twenty-five per cent. commission, where does the profit of the repair man come in when his overhead expenses such as rent, light, heat, royalty, insurance, taxes, etc., are taken into consideration. I would like to hear from some others on a few of the points that I have raised.

Yours, etc.,

QUICK REPAIR.

Don't Guarantee a Single Pair

The conference of shoe merchants, shoe manufacturers and shoe wholesalers in New York recently strongly crystallized one point of timely interest to the entire trade—namely: Shoes cannot and should not be covered with any sort of blanket guarantee as to life, vitality or condition, and that redress can only be given through faulty construction. It was cited that the strongest shoe of the best leathers, firmly built, had an active wearing life of less than forty days. It has taken a war to put that fact before the average individual who figured six months wear to any shoe. With patent leather, a full 60% of women's spring styles, with cloth tops the vogue, and light effects everywhere general, the rule should be

"These shoes are not warranted, not guaranteed and we do not assume the responsibility of their wear."

and one merchant at the convention went so far as to add "not for a minute."—Boot and Shoe Recorder.

Too Much "Bargain" in Some Sales

Editor, SHOE AND LEATHER JOURNAL:

Business in this city—well never mind the place—is very good so far as volume is concerned, but is terribly short on profits. The front of nearly every emporium is plastered with huge cotton signs announcing "sweeping sales," "cut to the bone prices," "the bank is after us," "the war has hit us," "we must have cash or bust," etc. In fact, numerous merchants appear to be doing most anything or saying anything in order to get up a sale. So far, I have not yet adopted these tactics but, if business does not improve, I

will have to fall in line. I am not writing this letter in any critical spirit but merely to point out that I think some of these too loud bargain shouters are going extremely far.

One man, who has been a good customer of mine, walked into my shop the other day with new footwear. In the course of a friendly conversation, he inquired rather bashfully what kind of a bargain he had got on his new shoes. He said that the salesman, who had waited on him, told him that they were genuine kangaroo and were worth in the regular way seven dollars but, as they were clearing out a few left in the line, he could have the pair for four dollars and forty-five cents. I examined the shoes and they were box kip blucher, machine sewn, fair stitch and were never worth a cent more than three fifty in the first place. In addition, the fellow got a "piano" in them, which was not mentioned in the bargain, and you could hear him coming farther than you could see him. However, I believe that most shops are honest enough to give better value than the one in this case. With few exceptions in this world we generally get what we pay for in the shoe or any other business—but look out when you are offered something for nothing.

Sincerely yours,

QUALITY.

Their Output Greatly Extended

The C. N. W. Shoe Co., Limited, of London, Ont., who are now operating in their well appointed new factory on Rectory street in that city, are displaying to the trade some very attractive samples. The company make women's high-grade shoes exclusively and have recently added a fine line of turns. The capacity of the plant is 500 pairs a day. As announced in a previous issue a reorganization was recently effected with Edward S. Hunt as president and general manager and William E. Wilson as vice-president and superintendent.

Mr. Hunt is a native of the neighboring city of St. Thomas, being a son of Francis Hunt, a former newspaper man and now the veteran magistrate of Elgin county. After completing his education E. S. Hunt learned telegraphy and migrated westwards, landing in Winnipeg in 1890. For



E. S. HUNT



W. E. WILSON

seventeen years he was successively operator, agent, despatcher, and chief train despatcher on various divisions of the C.P.R. and C.N.R. systems between the head of the Great Lakes and the Coast. Later he engaged in real estate and brokerage business in Port Arthur and was a member of the Joint Street Railway Commission for Port Arthur and Fort William. His business training has been thorough and extended.

William E. Wilson, vice-president and superintendent, is widely known in the shoe manufacturing business and has had a varied and well rounded experience in both the United States and Canada, having been identified with the Thomas G. Plant Co., of Boston, Slater Shoe Co., of Montreal, and Getty & Scott, of Galt, and for the past few years with the C. N. W. Shoe Co., London. His insight and training in the line of making women's fine shoes is attested by the large demand for his output.



SOME LEADING SAMPLES BY THE INDEPENDENT RUBBER COMPANY, LIMITED, MERRITTON, ONT.

The Rubber Selling Season Starts

(Continued from page 30)

ly placed on raw materials, that the levy may be increased and, in that emergency, where are the rubber footwear firms going to get off at? They have absorbed the present advance on raw rubber, ducks, cottons, linings, etc., but, if there is another jump, you can depend they will not do so and the dealer will have to bear the increment. Everything entering into the manufacture of rubber goods has gone up since last season, except labor and the cases, and yet the companies are not raising prices on placing order business. No, we are not philanthropists or public benefactors, but the one reason that no advance has taken place just now is that we are all anxious to secure as large a placing order trade as possible."

The same terms and other concessions of last year are again extended. On account of stiffer freight rates to all points in the West slightly higher prices rule in the Prairie Provinces than in the East. Through the Western Shoe Jobbers' Association competitive points have been established and freight rates will thus be equalized.

The price lists of the several companies on the different lines of rubber shoes, it is understood, vary but little. The manufacturers will endeavor to secure business, not by any price slashing method or special discount, but will make

their appeals for orders on the ground of merit, service and quality. Competition should thus be on a fair square basis and the retailer will be enabled to judge for himself as to what companies adequately meet his requirements and cater most efficiently to his trade.

Gutta Percha & Rubber, Limited, in their new catalogue, say: "The greatest improvement in the method of manufacturing rubber footwear since the process of vulcanizing rubber was discovered by Charles Goodyear, is the development of what is called the "pressure cure," that is, vulcanizing rubber boots and shoes under pressure instead of by the open heat method still almost universally employed. After exhaustive research work and tests to prove its value, we have installed this new system, involving a large expenditure for the necessary equipment. The marked superiority of goods made by this new process is obvious. The various parts of the boots and shoes are bonded more firmly together, and the porosity, or sponginess, of the soles and heels, so common heretofore, is entirely eliminated. By this new process they are made as solid as the tough treads of automobile tires. This ensures the maximum of durability and wear-resisting quality.

"The new pressure cure method adopted by Gutta Percha and Rubber, Limited, marks an era in rubber shoe making."



A FEW LINES PRESENTED BY GUTTA PERCHA AND RUBBER, LIMITED, TORONTO, ONT.

News Notes From Quebec

During the heavy rain and hail storm of last week all the shoe factories in Quebec operated by electric power were obliged to close down, the wires being put out of business in every case. It took a few days before communication could be re-established. The storm also interfered with business to a large extent in the retail stores. During its progress fire broke out in the cellar of Richard & Frere, manufacturers' agents, and caused several hundred dollars' damage.

O. Goulet, shoe manufacturer, was in Montreal last week on business.

Jos. Thivierge, Lucien Borne, Emile Fortier, Pierre Ouellet and Wilbrod Richard recently spent a few days in the Lake St. John district on a hunting trip.

Ludger Duchaine's Goodyear plant is now in operation and several fine welt samples have been turned out, which are much admired by the trade.

Considerable new equipment has been recently added to the factories of the John Ritchie Co. and Elie Jobin, Limited.

Tourigny & Marois have removed to their new factory, a description of which appeared in the last issue of the *SHOE AND LEATHER JOURNAL* and are now running to capacity. Many friends are congratulating Mr. Marois on his fine and commodious business home.

Jos. Metivier, manager for Elie Jobin, Limited, is spending a vacation at his country residence at Cacouna.

Leather is taking a considerable jump in price, owing to the recent tariff of seven and one-half per cent. Hides are very scarce in Canada. Box kip, which was selling a few days ago at 22 cents, is now quoted at 25 cents a foot. Tan winter calf has also taken a substantial rise. Other lines have likewise been advanced owing to the additional customs' levy.

Among those in the city recently were Wm. S. Parke, of the Dunlop Tire and Rubber Goods Co., Montreal; John McEntyre and J. E. Peckham, of John McEntyre, Limited, Montreal, and Charles Weaver, of Trenton.

Board Containers Are Popular

The use of solid fibreboard boxes for shipping footwear is being more generally recognized by shoe manufacturers in Canada. These lines, which are now made by the Hinde & Dauch Paper Co., in their splendidly equipped factory in Toronto, are taking well with the trade, being collapsible, puncture and water-proof, protecting the goods in transit and requiring but little room for storage. In making shipments a big saving is frequently effected in weight and freight charges—in fact, the sum saved in some instances is sufficient to pay for the container. Some houses in Western Canada are insisting that goods shall be shipped in these containers, which are turned out in large numbers by the Hinde & Dauch Co., who will be pleased to forward samples and quotations to any one sending inside dimensions of boxes required. There is no doubt that the corrugated shipping container is the one bound to come into general use in connection with the transportation of all kinds of footwear, shoe findings and light carton goods on the ground of economy, convenience, safety, lightness and strength.

The Patent Leather Question

Editor, *SHOE AND LEATHER JOURNAL*:

I have been reading the reports of speeches of shoe manufacturers and others made at recent trade gatherings in New York, in which the orators indulged in condemnation of patent leather, its faults and imperfections, etc. They

have a right to do so, of course, if they feel justified. I have no quarrel there.

But, sir, there is patent leather and patent leather. There are a great many making patent leather that never should have attempted it. Few will dispute this.

But, to denounce all patent leather as made to-day is illogical and unjust. With as much reason might the telegraph companies thirty years ago cry out against the introduction of the telephone, as users of patent leathers cry out to-day against producers of the model, or most modern of shoe leathers.

I hold no brief for the patent leather manufacturers; the leather requires no defense. To oppose its production or attempt to check or limit its popularity is to stand in the way of true progress. No organized attempt to substitute other leathers will avail so long as it gives satisfaction to the consumer, and so long also as the public call for it.

Besides, there is a great difference between the old brands of patent leathers and the standard lines produced to-day. The tannage is different; the leather made for enameling to-day for the most part is a "special leather for purpose." This makes all the difference. The material that enters into the enamel is different, and so is its preparation and application.

The patent leather made to-day, I repeat, is a great improvement on that of the past, being among other things finished on the flesh instead of the grain side, and its hold upon the best trade is evidenced by its widespread use.

JUSTICE.

Veteran Among the Roadmen

D. R. Hawley, of Toronto, who represents Getty & Scott, Limited, of Galt, in the larger towns and cities of Eastern Ontario, is one of the veterans of the road and has just taken out his thirty-sixth annual certificate as a traveler, having been selling shoes for this long period. Recently he completed his spring placing trip and states that it was the most successful he has ever experienced and that his numerous customers have found that "Classic shoes" are giving every satisfaction and the line is being more and more appreciated with each succeeding season. Mr. Hawley will start out shortly with a splendid range of samples for fall and is looking forward to exceptionally big business. S. J. Anderson, of Kingston, who has been representing Getty & Scott in Northern Ontario, and assisting William Chamberlain in catering to the Toronto trade, has received a well deserved promotion and will look after business in the more important provincial centres in addition to supervising his former ground.

Mr. Thurston Makes a Change



Mr. W. J. Thurston, who has been in the shoe business in Guelph for a number of years, and has succeeded in building up a large trade, has decided to leave this city, and take up his residence in Stratford. He has purchased a business there formerly owned by Mr. Agnew, better known as the Market Shoe Store, and as soon as the alterations and improvements have been completed, will take personal charge of the store. The store in Lower Wyndham Street, Guelph, will be taken over by Mr. Thurston's brother-in-law, Mr. J. E. Graham, of Toronto, who will continue to cater to the people of Guelph as has been the custom of this store for years past. Mr. and Mrs. Graham will remove to Guelph in a short time. It is the intention to fill the shelves of this store with an entire new stock of goods at once, and in order to make room for them a clearing sale will be held.

A Leader in Rubber Footwear

One of the most widely known and progressive men connected with the rubber footwear industry in Canada is R. F. Foote, general manager and superintendent of the Independent Rubber Co., Limited, of Merriton, Ont. He has been identified with the manufacture of rubber shoes for about thirty-five years, gaining his first experience in the Old Country. Mr. Foote has also had a large insight into the trade in Russia and the New England States. For a long time he was superintendent of the Maple Leaf Rubber Co. plant at Port Dalhousie and when the factory was destroyed by fire a number of years ago he designed and supervised the erection of the present commodious and well appointed building. Mr. Foote is one of the original promoters of the Independent Rubber Co., which was organized in 1910. He had charge of fitting up the large factory at Merriton, which has a capacity of 10,000 pairs a day, and of



installing the splendid equipment. Under his direction the volume of business of the company has shown a gratifying gain each succeeding year. Mr. Foote is a man of good executive as well as mechanical ability and is evidently "the right man in the right place," so far as the Independent Rubber Company's operations and expansion are concerned.

Clarke's Always at the Front

Congratulations are due the A. R. Clarke & Co.'s hockey team, Toronto, for winning the Mercantile League championship. In a sudden death game recently they defeated Massey-Harris exponents by seven to four. For the past two years Massey-Harris have won and, if they had been successful this time, they would have secured permanent possession of the Aikenhead Cup. Clarke's put up a great game. The forwards worked hard while the defence checked close and much excitement prevailed during the contest, but the "A. R. C. Brand" is always right to the front whether on water, land or ice, and, on this occasion, the boys showed splendid ability and magnificent staying power. The members of the successful team are: goal, Spanton; defence, McIllwain and Valiant; rover, Smith;



AN INTERIOR VIEW OF M. D. WALSH'S SHOE STORE, GANANOQUE, ONT.

centre, Thompson; forwards, Ferriman and Randall. For the past two years A. R. Clarke & Co.'s boys have played in the Manufacturers' League and won out each season. This year they entered the Mercantile League with equally happy results.

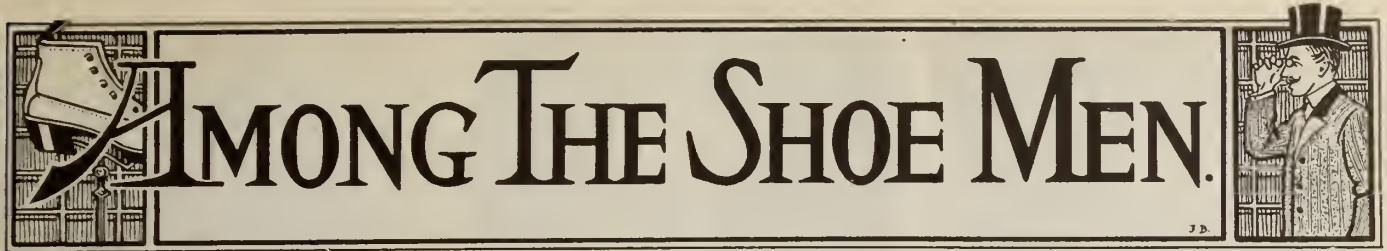
Removing to Larger Quarters

It is expected that the head offices of the Retail Merchants' Association of Canada will be removed in a few weeks from 21 Richmond street west to the former Y.M.C.A. building at the corner of Yonge and Shuter streets, Toronto, where they will occupy two floors and have much larger and more conveniently arranged premises. The first floor up will be used for the general offices of the Association, the private office of Secretary E. M. Trowern and other officials, and for stationary exhibits of manufacturers in various lines of goods. The floor above will be fitted up as committee rooms, a board room, club room and assembly hall for holding meetings of the various sections of trade coming under the scope and work of the Association.

It is expected that the annual general meeting of the Retail Merchants will be held in April, when the shoe section will also convene and elect officers for the Province of Ontario.



NEW DELIVERY CAR OF U.S.M. CO., TORONTO, FOR SWIFT SERVICE.



AMONG THE SHOE MEN.

P. A. Plante, shoe dealer, of Montreal, has assigned.

F. E. Russell, shoe dealer, of South Vancouver, has assigned.

Frank O'Neil, harness and shoes, Moose Jaw, has gone out of business.

The Model Shoe Co., Queen street east, Toronto, has sold out to A. J. Cooke.

The stock of W. H. Butler, shoe dealer, North Battleford, Sask., has been sold.

W. F. D. Jarvis, of C. S. Hyman & Co., London, was in Toronto last week on business.

The Boston Shoe Repairing Shop, 790 Main street, Winnipeg, was recently visited by fire.

R. B. Griffith, of Hamilton, Ont., has returned from a business trip to Montreal and Boston.

R. H. Greene, of Gutta Percha & Rubber, Limited, Toronto, was in Montreal last week on business.

C. Chapple, of Chapples, Limited, Fort William, Ont., was in Toronto last week calling on the trade.

Jas. Houston & Son, shoe retailers, of St. Thomas, Ont., have sold out to Johnston & Murray, of London.

Riddell & Co., Frobisher, Sask., have bought out the shoe and grocery store owned by Forwyth McCall.

F. H. Meinzer, of the Miner Rubber Co., Montreal, was in Toronto this week for several days on business.

Robert Collins has opened a new shoe store on Bloor street, Toronto, a few doors east of Ossington avenue.

The Great West Felt Co., Elmira, Ont., have put in a complete new levelling equipment supplied by the U.S.M. Co.

J. I. Chouinard, President of the Columbus Rubber Co., Montreal, was in Toronto and Hamilton last week on business.

J. L. Connor, Toronto manager of the Canadian Consolidated Rubber Co., spent a few days in Montreal last week on business.

W. F. Martin, of the Kingsbury Footwear Co., Montreal, who was laid up with an attack of the gripe, is able to be around again.

M. H. Shibley, Toronto, who represents several shoe firms, leaves this week on an extended business trip through the Prairie Provinces.

D. D. Hawthorne, of D. D. Hawthorne & Co., Toronto, is spending a few days on business among the shoe factories of Montreal and Quebec.

George Ryan, of Thomas Ryan & Co., wholesale shoes, Winnipeg, was in Toronto, Montreal and other eastern centres last week on business.

E. O. Weston, of F. J. Weston & Sons, wholesale shoes, Toronto, has returned from a business trip to the shoe factories in Montreal and Quebec.

The Murray Shoe Co., London, Ont., have installed a complete McKay equipment, supplied by the U. S. M. Co., for the making of women's McKays.

Harry Dallas, jr., 23 Scott street, Toronto, has returned from an extended holiday trip to the South spending some time at the beautiful Isle of Pines.

R. J. Hutchings, of the Great West Saddlery Co., Calgary, with a number of others, was present at a conference held recently at Olds, when it was decided to raise a \$100,000

fund with which to start a big immigration campaign for farmers in the United States.

L. W. Stock, Western Canada representative for Walker, Parker & Co., Toronto, left this week on his fall selling trip to the Prairie Provinces.

Bernard Helfgott, dealer in shoes and men's furnishings, Prince Albert, Sask., was in Toronto and other eastern centres this week calling on the trade.

L. B. Shafer, representing the Moore-Shafer Co., Brockport, N.Y., was in Toronto last week with a choice range of new samples in women's fine footwear.

Congdon, Marsh, Limited, wholesale shoes, Winnipeg, intend opening a branch warehouse in Edmonton at an early date in the interests of "Marsh" shoes and "Miner" rubbers.

The Toronto branch of the United Shoe Machinery Co. have increased their facilities for quick service by the purchase of a new Ford covered delivery car, which is one of the latest models.

A. E. Cudmore & Co., of Barrie, who were burned out recently, managed to save about 2,000 pairs of shoes. Mr. Cudmore will continue business in that town, having secured another store.

The many friends of J. C. Moreau, 89 Withrow avenue, Toronto, who is the Western Canada representative of the London Shoe Co., London, Ont., will sympathize with him in the loss of his mother, who died a few days ago.

P. Y. Smiley, assistant manager of the Merchants Rubber Co., Berlin, has lately been appointed manager of the Maple Leaf plant at Port Dalhousie and the Merchants plant in Berlin.

John Abernethy, of D. D. Hawthorne & Co., wholesale shoes, Toronto, is home from an extended visit to the south. He spent several weeks in Cuba and reports having a very pleasant outing.

Gendron & Fitzpatrick, shoe dealers, Midland, Ont., have recently put in an attractive new front. The background is of light oak finish and the mirror effects are particularly inviting.

James Twitchell died recently in Clinton, Ont., in his seventy-sixth year. Many years ago he was in the retail shoe and harness business. He had occupied several prominent positions and was one of the oldest residents of the town.

John Lennox, of Hamilton, Ont., while riding home in a sleigh recently, was thrown from the vehicle and severely wrenched his knee. He will be confined to his house some time yet as the result of the injury, his leg being in a plaster cast.

Harley Henry and T. R. Henry, wholesale and retail shoe merchants, of Saskatoon, were in North Battleford recently, where they have opened up a new shoe department on King street, having transferred the purchased stock of W. H. Butler, of First avenue.

A. J. Taub, who is well known in Winnipeg retail shoe circles as manager of the Boston and Harvard shoe stores, announces the recent organization of a company under the name of the Quebec Shoe Store, Limited. The company will carry on business at 639 Main street, succeeding the Quebec Shoe Store. A. J. Taub is the president and man-



G. CAMPBELL, MANAGER OF FINDINGS DEPARTMENT, GREAT WEST SADDLERY CO., EDMONTON, ALTA.



E. J. KELLY, SHOE RETAILER, BROCKVILLE, ONT., WHO RECENTLY RETIRED FROM BOARD OF ALDERMEN.



D. HUTCHINGS, MANAGER OF FINDINGS DEPARTMENT, GREAT WEST SADDLERY CO., REGINA, SASK.

ager, and E. Taub secretary-treasurer of the new corporation.

J. A. McLaren, of McLaren & Dallas, Toronto, who has been confined to his home with illness for the past three months, is now able to walk out and expects to be down to business within the next few days. His improvement of late has been very satisfactory.

J. Morris, of the Hamilton Leather Goods Co., has taken a long lease of the premises at 61 and 63 King street east, Hamilton, Ont. The building is now being remodelled and when completed Mr. Morris will have one of the finest leather goods stores to be found anywhere.

E. E. Code, of Ottawa, was in Toronto last week on his way to Berlin, where a conference of the salesmen of the Kaufman Rubber Co. was held and many matters of importance considered. The conference was attended by a large number of representatives.

Lieut.-Col. F. C. McCordick, tanner, of St. Catharines, will, it is understood, command the 35th Toronto Battalion in the Third Contingent. He has been Junior Major in the 19th Battalion of the Second Contingent and, having qualified as a Lieut.-Colonel, now assumes that rank.

A. R. Trudeau, late manager of the Brockton Shoe Co., Toronto, has gone to Montreal. It is understood that he will take up his residence in the near future in Boston. D. J. Lynch, late manager of the upper shop of the Brockton Shoe Co., has joined the staff of the Regal Shoe Store, Toronto.

The Society Shoe Store, Limited, is the name of a company which has just received letters patent from the provincial government of Manitoba. It is capitalized at \$40,000, and the chief place of business is given as Winnipeg. Powers have been obtained to both manufacture and sell boots.

J. A. E. Snider, formerly of the traveling staff of the Toronto branch of Ames-Holden-McCready, who has been identified with the G. W. Lankin Co., of Utterson, Ont., for some time, has removed to Toronto and is opening a new shoe store at 1474 Yonge street, a few doors above St. Clair avenue.

D. Gledhill, Kincardine, Ont., who has been in the shoe business in that town for a great many years, was in Toronto

last week calling upon a number of friends in the trade. Mr. Gledhill has been a reader of the SHOE AND LEATHER JOURNAL for twenty-five years and says it is improving all the time.

H. & C. Blachford, Limited, 114 Yonge street, Toronto, intend moving to their handsome and commodious new store, 286-288 Yonge street, by the middle of the month. The new home of the firm is very attractively fitted up in mahogany and in departments, conveniences and general lay out is thoroughly modern.

The heavy storm in Quebec last week resulted in the shut down of eleven shoe factories from lack of electric power, transmission wires having been broken in a number of places. Several hundred employes have been thrown out of work. The havoc of the elements was tremendous and it may be some days yet before power can be supplied to the footwear plants.

A recent despatch from New Zealand says:—A fortnight hence the price of footwear will be raised 10 per cent. and 17½ per cent. The increase will affect all grades, but the higher qualities will suffer most. The price for repairs has already increased about 15 per cent. Merchants say the rises are the direct outcome of the war and the abnormal demand for leather.

The shoe store of Emmanuel Topp, Collingwood, Ont., was visited by fire on February 28th and the stock damaged to the extent of several thousand dollars. The fire is thought to have originated from a stove, which was in the back part of the building, where the greatest damage was done. Besides the stock the shelving and some fixtures were destroyed. The loss is covered by insurance.

"Gather up the fragments that are left, so that nothing be lost," is the Scriptural quotation that prefaces a letter from Mrs. S. M. Morrison, of 568 Manning avenue, Toronto, to Chairman W. W. Hodgson, of the Board of Education, suggesting that to provide shoes for the poor the board should gather up all the cast-off footwear possible, and fit up a school basement as a repair shop.

At the annual meeting of the Perth Shoe Co., Perth, Ont., held last week, the report showed a nice increase in volume of business over the preceding year. G. H. Ansley

was elected a member of the board of directors and is now General Manager and Secretary of the company. Business has been coming along very nicely with the firm of late, and the plant has been working overtime three nights a week.

John O'Sullivan, who has been covering the north shore for the W. B. Hamilton Shoe Co., Toronto, will take the central portion of Western Ontario, the ground looked after by the late Chas. J. Silver, who passed away a few days ago. Wm. Foster, recently of the warehouse staff, has been appointed selling representative for the territory attended to by Mr. O'Sullivan.

The Parliamentary committee investigating the supply of boots to the Canadian Expeditionary Forces has held several sittings in Ottawa and many witnesses have been examined. It is expected that the inquiry will occupy some time yet. The proceedings have been fully reported in the daily press but so far no scandal or sensational disclosures have been unearthed, showing that the rumors, which have been spread far and wide for some weeks, reflecting upon the honor and efficiency of Canadian shoe manufacturers

who, as a whole, faithfully followed specifications, have been founded largely on hearsay and political clap-trap.

A meeting of the Ontario Shoe Manufacturers' Association was held in Toronto this week at which Alex. Brandon presided. Several matters of interest in connection with army shoe contracts were discussed. Geo. A. Slater, president of the Montreal Shoe Manufacturers' Association, was present and spoke along the lines of how the new army shoe for Canada would be made. He told of the progress which had been made in perfecting an ideal boot for military purposes. There was a good attendance of manufacturers.

Shoes made in Canada for the French army are the latest achievement in the "Made-in-Canada" movement. Samples of the French army boots, which were manufactured in Montreal according to specifications furnished by the French Government, were shown recently in Montreal in the windows of Geo. G. Gales & Co.'s shoe stores, 481 St. Catherine street west, and 291-293 St. Catherine street east. Many officers and men in training examined the boot and admired it. The soles are of Canadian oak leather,

BRIGHT SELLING STAFF OF LIVE WESTERN WAREHOUSE

The Saskatoon Branch of the Canadian Consolidated Rubber Co. is in charge of L. T. McGiverin, who joined the Winnipeg staff early in 1911. He was later transferred and promoted to the management of the company's branch at Saskatoon. Mr. McGiverin is a capable and ambitious business man and has succeeded in making the Saskatoon Branch one of the most important links in the chain of Western warehouses. He is deserving of much credit for his ceaseless efforts in that direction.

H. N. Schiedel hails from Berlin, Ont., the birthplace of so many of Canada's foremost rubber men. He has been with the Consolidated since 1911, and covers Northern Saskatchewan. He is "Dutch" enough to be an aggressive fighter for business, and is a regular "Stone Wall" for any opposition.

S. A. Gordon was born in St. John, N.B., March 5th, 1890. His first position was that of bookkeeper in the Government Railway offices at Moncton, where he remained for one year, leaving there in May, 1908, to take a position with L. Higgins & Co., wholesale boots and shoes, who, at that time, handled Maple Leaf Rubbers. He remained with this firm until June, 1911, when he went to Winnipeg, joining the staff of the Winnipeg branch and working Central Manitoba. He was transferred to the Saskatoon Branch in June, 1912, and covers C.N.R. lines South and West of Saskatoon.

E. T. Burgess was born in 1892 in the village of Burford, Ont. He went to London, Ont., when ten years old, where he resided for eight years, his first position being with Wm. Gurd & Co. (of that city), sporting goods people. He remained with them for four years. In July, 1910, he came to Winnipeg and engaged with James McCready Co. Ltd., wholesale boots and shoes, staying with this firm until January, 1911, when he joined the Canadian Consolidated Co. He was transferred to the Edmonton branch, and took charge of that warehouse until January, 1913, when he went on the road for that branch. In October of the same year, he was transferred to the Saskatoon branch, and covers the territory formerly in charge of Mr. Schiedel.



heavy and solid, and studded with hob-nails, while the uppers are made of a special waterproof heavy leather. Several thousand of the boots were shipped to France this week.

E. W. McMartin, Montreal, spent a few days in Quebec recently.

E. A. Dawson, of Chatham, Ont., has opened a shoe repairing shop in Merlin, Ont.

F. J. McCann, manager of Goodwins Limited, shoe department, Montreal, was in Boston last week.

The Rena Footwear Co., Montreal, recently installed several new lasting machines in their factory.

Phil Pooock, of the London Shoe Co., London, Ont., was in Montreal during the last week in February.

W. L. Rising, of Waterbury & Rising, St. John, N.B., was in Montreal during the latter part of February.

R. Cadot has been appointed foreman of the fitting room in the factory of the Rena Footwear Co., Montreal.

Chas. Campbell, manager of the Boston Last Co., Richmond, Que., was in Montreal during the past week.

H. B. Pollock has resigned his position as purchasing agent for Ames-Holden-McCready, Limited, Montreal.

E. Chalifoux has been appointed foreman of the making room of the Rena Footwear Co. factory at Montreal.

John Thouillard has taken a position with the James Muir Co., Maisonneuve, as foreman of their cutting room.

M. L. Savage called on several Montreal shoe houses recently on a buying trip, in the interests of Murrays Limited, Calgary.

E. W. Webb, of the Imperial Shoe Stores, Limited, Edmonton, called on several Montreal and Quebec manufacturers last week.

A. Bonin, shoe manufacturer, of Montreal, who conducts several retail stores in that city, recently opened new

establishments at 877 St. Catherine street east, and at the corner of St. Denis and Carriere streets.

P. O. DeCosta has been appointed foreman of the cutting room in No. 1 factory of Ames-Holden-McCready, Limited, Montreal.

C. S. Sutherland, of the Amherst Boot and Shoe Co., Amherst, N.S., spent a few days recently in Montreal and Quebec shoe circles.

Tebbutt Shoe and Leather Co., Three Rivers, have installed a new Ensign lacing machine and other machinery parts in their factory.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, has returned from a trip to Boston, New York and other American centres.

E. L'Hereux, U.S.M. Co. of Canada agent, Montreal, has been spending some days in Quebec, Three Rivers and other centres.

H. H. Lightford, formerly with the Perth Shoe Co., Perth, Ont., was recently appointed superintendent in the factory of J. M. Humphrey & Co., St. John, N.B.

E. Lepine, formerly with the Kingsbury Footwear Co., Montreal, and more recently with the old O. B. Shoe Co., Drummondville, has taken a position with J. W. Hewetson & Co., Brampton, Ont., as foreman of the making room.

A federal charter has been granted to F. X. LaSalle & Fils, Limited, with headquarters in Montreal and a stock of \$75,000, to manufacture and deal in all kinds of goods and more particularly boots and shoes, and to acquire the goodwill, property and assets of the business until now carried on by Oscar Rodolphe LaSalle, under the name of F. X. LaSalle & Fils as a going concern. The incorporators of the company are J. I. Chouinard, E. J. Labrecque, Albert LaSalle, Toussaint LaSalle and Joseph LaSalle, all of Montreal.

Charles Bonnick, manager of the Toronto branch of Ames-Holden-McCready Co., has received a letter from Major John A. Shaw, Officer Commanding the Railway Supply Depot of the Second Contingent, who recently ordered 175 pairs of tan rubbers, which were to be delivered within one week. The rubber footwear was sent out to the men ahead of time and so delighted were the members of the Railway Supply, Butcher and Bakery sections with the service that they passed a hearty vote of thanks to Ames-Holden-McCready Co.

Sole leather for jobbing purposes has taken an advance from two to four cents per pound in Toronto and the repair trade is now paying the following prices, which became effective on March 1st: No. 1, Spanish sides, ten sides or more, 41 cents; less than ten sides 42 cents; No. 2, Spanish sides, 40 and 41 cents; No. 3, 39 and 40 cents; No. 1, trimmed backs, thirty-three and a third per cent. trimmed, 52 and 53 cents; No. 2, 50 and 51 cents; No. 3, 48 and 49 cents; No. 1, trimmed backs, fifty per cent. trimmed, 57 and 58 cents; No. 2, 55 and 56 cents; No. 3, 52 and 53 cents.

A pleasing social function took place recently in the city hall, Galt, Ont., when the annual dance under the auspices of the Mutual Benefit Association composed of the employes of Getty & Scott, Limited, was held. About four hundred persons were in attendance and the decorations were very pretty. Holmes' orchestra supplied the music and everything passed off enjoyably, a splendid supper being served at midnight. Among those in attendance were L. W. Hanson, Alfred Haire, George F. Hennessey, of the U.S. M. Co., Toronto, H. W. Algeo, of the U. S. M. Co., Montreal, T. Shelling, of the Rochester Thread Co., Rochester, N.Y., Superintendent Conley, of the John McPherson Co., Hamilton, F. Stewart Scott, M.P., Wm. Chamberlain, and others of the firm of Getty & Scott. The event, which is an annual one, was voted the most successful ever held in the history of the Mutual Benefit Association.

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.

FACTORY TO LET—In Levis, near Quebec, building 2,200 feet flooring. 4 storeys, with electrical wiring for light and power, shafts, hoist, steam heating apparatus, transportation facilities at the door, no taxes and ample skilled help on hand. Address, C. Blouin, St. George street, Levis, Que.

SHOE FACTORY OPPORTUNITY—Shoe factory making McKays and Standard Screw Shoes for sale, in shoe town in Canada. Party with experience and \$5,000 cash may secure this factory on easy terms. A bonus of \$15,000 has been passed to the company at present holding factory. Reply in confidence with reference to Box A202 SHOE AND LEATHER JOURNAL.

STITCHDOWN SANDALS MADE IN CANADA



Made to wear
Goodyear
Stitched
Staple Reinforced

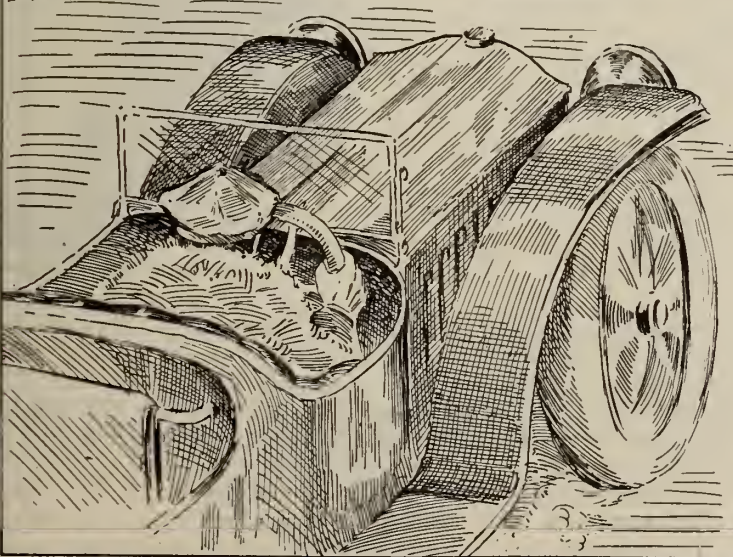
Your best guarantee for non-ripping

Th. Mayer
"Trade Mark"

OUTDOOR SPORTING
SHOES - INQUIRE
FOR PRICES.

Th. Mayer, 624-626 St. Paul St., Montreal

THE · RULE · OF · THE · ROAD



The Just Wright
SHOE

In-Stock

“Club” No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
¾ Newark Heel. Sizes C 5 to 10½, D 5 to 10½.

Stock No. 207—Same in Tan.

Stock No. 208—Same in Nut Brown.

Send for In-Stock Catalogue.

If you follow “The Rule of the Road”—
keep to the Wright—you will always be on
the right track.

E. T. WRIGHT & CO., INC.
St. Thomas, Ont. Rockland, Mass.

Felt Footwear That Fills a Long Felt Want

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

Far be it from us

to cast any reflections on either the retailer or consumer for going after foreign made shoes.

There was a reason

We submit the reason has vanished and we are prepared to prove it.

There never was a foreign made shoe point for point that had anything on our Fall samples of Women's McKays', Welts and Turns---and we are not overlooking the "bread and butter" line---and furthermore, orders will be filled according to samples.

We are now in a modern factory and can and will deliver the goods---we intend to get the business.

Our travelers will be out on time with a line of Women's High Grade Shoes that will make you sit up and take notice.

SEE THEM!

C. N. W. SHOE CO.
LIMITED

LONDON - ONT.



Ideal for Footwear Shipments



*Lighter and
Stronger than
Wooden Cases*

*Collapsible
for Storage*

H. & D. Solid Fibre - Board Boxes

The flexibility of this material enables our boxes to withstand the roughest handling, thus affording the highest possible degree of protection to contents during transportation.

H. & D. Boxes are absolutely waterproof and are therefore particularly desirable for shipping any product which the admission of moisture would injure. The method of sealing H. & D. Boxes is such that they cannot be opened without breaking the seal

WRITE FOR SAMPLE BOX. ESPECIALLY DESIGNED TO SUIT YOUR NEEDS

The Hinde & Dauch Paper Co.
of Canada, Limited
Toronto

Corrugated Boxes - Fibre Board Boxes - Wall Board - Paper Specialties

New
Season



New
Method

PRESSURE VULCANIZATION

FOR MALTESE CROSS RUBBERS

A New Era in Rubber Shoe Making

The greatest improvement in the method of manufacturing Rubber Footwear since the process of vulcanizing Rubber was discovered, is what is called the "Pressure Cure," that is, vulcanizing Rubber Boots and Shoes under pressure instead of by the ordinary open heat method still almost universally employed.

After exhaustive research work and tests to prove its value, we have installed this new system, involving a large expenditure for the necessary equipment.

The marked superiority of goods made by this new process is obvious.

The various parts of the Boots and Shoes are bonded more firmly together, and the porosity or sponginess of the soles and heels, so common heretofore, is entirely eliminated. By this new process they are made as solid as the tough treads of Automobile Tires.

This insures a maximum of durability and wear-resisting quality.

"Maltese Cross" representatives have samples for your inspection.

GUTTA PERCHA & RUBBER, LIMITED

Factories: Toronto, 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

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

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.



"Made-in-Canada"
F. BLOUIN, REG.
 CORNER OF COLOMB AND NELSON STREETS : QUEBEC

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.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

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

Cable "HIDES," Leicester.

Established Over Half a Century



TAP SOLES

For real solid wear, vat tanned Hemlock Sole is the cheapest thing on the market today. We have not yet advanced the prices of Taps and will still accept orders for early delivery, on the old list.

Our Specialities :
 Hemlock and Oak Sole Leather.



THE BREITHAUPT LEATHER CO., LIMITED
 BERLIN - - - 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
Robson Leather Co.
 LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
 MONTREAL, QUE.

611 ST. VALIER ST.
 QUEBEC, QUE.

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

If
 you want the best material and workmanship ask for



No. 14—10 in. leg

**John Bull
 Larrigans
 and
 Leggings**

Made by

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

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

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.



Charles A.
AHRENS
 Limited.
 BERLIN, ONT.
 Manufacturers of
 SOLID LEATHER SHOES



STAPLE LINES FOR FALL SELLING

There is always a strong, steady demand for a sensible shoe.

Now, and for the Fall season, nothing but a shoe that *will wear* will be called for, and for this reason you will find, as other merchants throughout the Dominion have been finding

It Pays to Stock with "Yamaska" Brand

"Yamaska" brand shoes are a staple line, and have built up a reputation, so when ordering for Fall, don't forget that you have at your command a line that will never be "shelf warmers."

LA COMPAGNIE J. A. & M. COTE
 ST. HYACINTHE QUEBEC





28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, P.Q.



MORE POPULAR THAN EVER

are our lines of

"RED-MAN"

PLAIN EDGE, SOLID HEEL
BOOTS and
LUMBERMEN'S

It has been amply demonstrated that the solid heel, plain-edge construction that we use on certain classes of heavy rubber footwear, enhances their durability as well as ensures added comfort to the wearer. As the originators of this style of heel-and-sole construction, which has been imitated but not equalled by other manufacturers, we unhesitatingly recommend it to the trade.

Our Travellers are now showing our 1915 range



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada





THE
Smardon
SHOE

March 15,
1915

Established
1888

Published
Twice-a-Month

THE SHOE & LEATHER JOURNAL

The
glad, bright
season of Easter
is near at hand. It should
prove a harvest for the live, alert
retailer. Practically every person
buys new shoes at this particular
period and the dealer, who secures
the largest measure of business, is the
one, fully prepared in the way of impos-
ing window trims, neat stock arrange-
ment, catchy advertising, and other
features that stamp him as prescient
and progressive: It is easier at Easter
time to induce the public to purchase
new shoes than perhaps at any
other period, and it behooves the
retailer to make the most
of the Easter trade
and get after
it now.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

EMPIRE MADE **TRICKETT'S** EMPIRE MADE

In spite of "WAR'S RUDE ALARMS" we
"STICK TO THE LAST." The world's needs and especially
THE BRITISH WORLD'S NEEDS
in warm foot covering must be met. No Cold Feet with

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WHAT WE HAVE WE'LL HOLD

In spite of **Submarines**, in spite of "**Blockades**" and in spite of **Tariffs** we are determined to maintain and increase the trade we have built up in Canada in nearly **Twenty Years** of careful and painstaking effort that has made

"TRICKETT'S" A HOUSEHOLD WORD

Ask your Jobber to show you our New Lines as well as the Old Favorites so well known to your customers.

SIR H. W. TRICKETT (1914) LIMITED

WATERFOOT (Near Manchester), Eng.

Canadian Manager—John S. Ashworth, 16 Manchester Bldg., Toronto

“Ritchie Service”

Your Rush Orders Filled in Three Weeks

The Best Service
consistent with Good Shoemaking

THE JOHN RITCHIE CO. LIMITED
QUEBEC

Goodyear Welts Exclusively

MADE-IN-CANADA FOOTWEAR

“Monarch”
 “Brandon”
 “Dr. Brandon”



“ FRENCH ”



“ KONOT ”

OUR REPRESENTATIVES ARE:

J. L. TRETHEWEY, Western Ontario
 E. E. McINTYRE, Eastern Ontario
 M. B. YOUNG, Northern Ontario



“ REO ”

Smart New Lasts For Fall Selling

When something really new evolves in shoe shapes, you can always rely upon seeing it first in the BRANDON range.

Our fall range demonstrates this very clearly, containing, as it does, the very newest effects.

BRANDON styles have forever dispelled the notion that it was necessary to go outside of Canada to get really classy men's lasts.

Right here in our BRANTFORD factory we are turning out shoe styles that can compete on equal terms with any that the whole world produces.

See the BRANDON RANGE for certain before placing your fall order.

The
 Brandon Shoe Co'y
 Limited
 Brantford, Canada

MADE-IN-CANADA FOOTWEAR



“HARVARD”

“Monarch”
 “Brandon”
 “Dr. Brandon”

Brandon Service Wins Friends

While the style and quality of our shoes have made for us a host of good friends in the trade, our service also has helped considerably.

Our 21 DAY PLAN for immediate and rush orders makes delivery so assured that any BRANDON dealer can rely on it absolutely and arrange his plans accordingly.

Quality and Co-operation are our watchwords. We aim to produce a faultless product and establish perfectly harmonious and satisfactory relations with every customer on our books.

Hitch your business to the MONARCH, BRANDON and DR. BRANDON LINES and you will reach a greater success giving increased satisfaction to your customers.

The
 Brandon Shoe Co'y
 Limited
 Brantford, Canada



“LIPTON”

OUR REPRESENTATIVES ARE:
 L. F. JACKSON, Maritime Provinces
 J. J. TILT, North West and British
 Columbia



“CLUB”

Tetrault
Always Has It First

Tetrault's Latest Offerings



No. 6139—Men's Gun Metal Bal. Grey cloth top with thin gun metal facing and back strap, three rows tip stitching, small eyelets. Recede last.



No. 6144—Men's Gun Metal Bal. Dull calf top, all small eyelets. Waldorf last.



No. 6177—Men's Gun Metal Oxford. No. 16 pattern, grey cloth top, small eyelets, very small tip perforating.

Tetrault's newest offerings are shoes that are making a big hit in New York, where Grey Cloth Tops are all the rage.

Your attention is specially directed to our new Waldorf Last (6144) illustrated above. It is a recede toe effect with a touch of the French last to it that accentuates its chic lines.

We are in a position to give rush deliveries on these new lines, or any other lines, at old prices if placed before April 1st.

Tetrault Shoe Mfg. Co.

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

331 Demontigny St. East :: :: Montreal



“PROMENADE” MODEL

- ¶ When determining what shoes most accurately reflect public preferment a season in advance, is it not logical to suppose that a manufacturer who has prophesied correctly year after year will do so again ?
- ¶ Bell Shoes for Fall 1915 give concrete expression to the most recent ideas of the leading last and pattern makers, and constitute an excellent range of exclusive 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.”

THE ROYAL SHOE CO.

LIMITED

HEAD OFFICE 88 YONGE STREET
BRANCHES 772 YONGE STREET AND 150 KING STREET EAST.

TORONTO, Mar. 8, '15.

Mr. E. E. Donovan,
Mgr. E. T. Wright & Co.,

St. Thomas, Ont.

Dear Sir:-

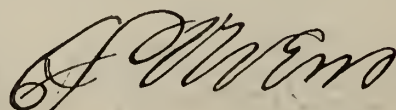
We have received the bill of goods which you shipped us on March 2nd, amounting to \$5,654.50, and we feel that you are entitled to much credit for the prompt delivery you have given us on this order, as you know our January Sale was a huge success, and our stock was very low to commence February's business. The shoes were very much needed.

In view of this fact, along with the extra raise of seven and a half per cent. in tariff, will undoubtedly mean that our business with E. T. Wright & Company will increase considerably this year. I have just looked over records for the past year and would report that we bought from you during nineteen fourteen in the neighborhood of \$35,000.00, thirty-five thousand. We have no hesitancy in calculating our business for nineteen fifteen will be \$50,000.00, fifty thousand, and we are depending on E. T. Wright & Company for this service.

I have looked over the two new lasts which you submitted for our inspection, and as far as my judgment goes they will be hummers. If you get these lasts in time I would like to have a Gun Metal Shoe, with a fawn cloth top on the Ardsley last, for Easter business. Would this be possible? If so I will forward specifications.

Kindly let me hear from you, or call me on the 'phone at your convenience.

Yours truly,





Fall Styles Now Being Shown

Now's the time to watch for the advent of our Salesmen with the smart 1915 models of

“Murray-made” and “Derby” Shoes *for* Men and “Cleo”—*The* Women's Favorite

These well-known lines have all the newest style touches and represent the most authentic footwear fashions for Fall 1915.

*Be Sure To See The
Murray Salesmen*



The Murray Shoe Co., Limited

LONDON, ONT.

Montreal Branch

SOLE FRANK J. McKENNA AGENT
Read Building, St. Alexander and Jurors Streets



Rubbers



1915-
1916



A Rubber Footwear Catalog Prepared upon Unusual Lines

has just been issued by this Company for the greater information and convenience of the shoe merchants of Canada. Fine rubbers are shown as they look on the shoes; the actual shoes various rubbers are made to fit are shown elsewhere; realistic two color reproductions of heavy rubbers are made.

A free copy awaits your request

Write to:—

The Miner Rubber Co., Limited

72 St. Peter Street

Montreal

MINER
EANS
ERIT

MINER
EANS
ERIT



Fine Rubbers

Graceful lines make a rubber pleasing to view and easy to sell, but it must possess as well wearing virtues in keeping with its appearance and fitting qualities that ensure its being of practical use.

These three cardinal principles are always strictly observed in making Miner rubber footwear.

See the snappy new lasts we are showing.





Heavy Rubbers

Miner rubbers for lumbermen, sportsmen, and others who require a solid rubber that will stand hard usage, have a great reputation for making good.

They are sturdy looking pieces of footwear, calculated to give maximum wear; yet every pair fits snugly, from lumberjacks, to water sportsmen's hip boots.

Miner heavy goods make repeat sales.

There are some attractive new lines shown this season.



The Factory Behind the Goods



MINER SERVICE

Exceptional facilities are extended to Miner dealers for the economical, profitable conduct of their rubber footwear business.

Branches and agencies are maintained in leading trade centres where sorting orders are filled promptly from the local warehouse, and an immense reserve stock is carried at the factory for extra large emergency calls.

Our modern factory, manned by skilled rubber workers and carefully operated by experienced rubber manufacturers is in a position to guarantee delivery of placing orders when promised. And it goes without saying the quality of the goods is of the highest.

Your business is solicited.

The 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 and Savage, Limited - - - - -		78 St. Peter St.,		Montreal, Que.
Congdon, Marsh, 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.



REGAL SHOES



SHOW
Regal
Shoes
IN YOUR
WINDOWS



They will draw the best trade of your town across your threshold. The world-wide fame of Regal Shoes coupled with your own local prestige constitute a *double grip*—Regal pulling and you pushing.

You sell *twice* as many shoes with *half* the effort. You give your customers *standard merchandise* that doesn't need to be "talked up." You step into *leadership* as the Shoeman of your community.

Regal Shoes are *Made-in-Canada*. We confine them to *One Authorized Dealer* in a town. If you are the man, write for our plan.

35 Regal Styles Always In Stock. Shipment goes out the day your order comes in. Simply address

Regal Shoe Co., Limited

In-Stock Department

102 Atlantic Avenue

Toronto, Ont.

The Neatest Shoe in Shoedom

The Shoe that is Sup-
planting Foreign
Footwear



The Classic Shoe



Welts - - - - \$3.00 to \$3.50
McKays - - - - \$2.25 to \$2.65



Welts - - - - \$3.00 to \$3.50
McKays - - - - \$2.25 to \$2.65

If you have found difficulty in the past trying to buy a shoe that will come up to your requirements, the "Classic" Line of Footwear will be of special interest to you. Neater, smarter or better made shoes cannot be bought anywhere. Why sell foreign goods when a line of shoes like "Classic" will fill the requirements of the most discriminating buyer. Do your duty this year and push Canadian-Made shoes and if they are the "Classic" line we will guarantee that you will have no regrets—only profits.

GETTY & SCOTT LIMITED

Galt - - - Ontario



FALL LINES OF “YAMASKA BRAND”

BEHIND every shoe with the “Yamaska Brand” stand the reputation and experience of over half a century and the facilities of the best equipped shoe factories in Canada.

Our aim is not so much to make shoe styles on the latest lasts as it is to make shoes that last (though our line is always snappy and up-to-date) that is, we aim rather at **quality** than at **style**, and as we have built our large trade and reputation on **quality** at **Reasonable Prices**, we want our clients and prospective clients to rely on these two features, assuring them that they will not be deceived in their expectation.

For Fall 1915 we are introducing a line of strong hockey shoes for men, boys and youths, and though we have not made any other radical changes, our Fall line has several features which render it more saleable than ever.

Show your interest in our samples by giving them a **show**.



LA COMPAGNIE
J. A. & M. COTE
ST. HYACINTHE
QUE.





TAKE ADVANTAGE OF OUR IN-STOCK SERVICE

A moment's consideration will convince you of the service this department can render by keeping your stock down to a minimum through its use.

You could not do this if you did not know that you can depend absolutely upon the prompt attention and courteous consideration our IN-STOCK department can give as well as the satisfaction which is guaranteed.

DROP US A LINE TO-DAY TELLING US OF YOUR NEEDS.

FOR FALL 1915

A number of changes have been made in the Ames- Holden-McCready line for Fall selling.

Every shoe in this range is the result of the latest ideas in shoe styles worked out in most modern lasts and patterns as well as under expert supervision. We particularly want to call your attention to these facts.

BE SURE AND SEE OUR SAMPLES BEFORE PLACING YOUR ORDER.

Canada's Largest IN-STOCK Shoe House

Ames-Holden-McCready, Limited

MONTREAL

ST. JOHN
EDMONTON

TORONTO
VANCOUVER

WINNIPEG

TEBBUTT SHOES

Order Them For Fall



*THE
Professor*

PAT. N^o.  119409
GOLD CROSS
SHOE

Men like foot comfort and are always looking for it when they buy shoes. That's what makes it so easy and so satisfactory to sell "Doctors" and "The Professor" shoes.

Both these well known lines have made their reputation by their supreme fitting and comfort-giving qualities.

At the same time, neither one is lacking in style. You'll find no smarter shoes made.

In fact these shoes come closest to perfection as a combination of good fit, good style, good wear and good value.

Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO



*Salesmen Now Showing the Complete
Range of New Styles*

The Tebbutt Shoe & Leather Co., Limited
THREE RIVERS, QUEBEC

WAR OR NO WAR—THESE LINES ARE AS POPULAR AS EVER

Our travellers will soon be on their way to you with a splendid range of these lines



KINGSBURY AND AMERICA'S BEAUTY

You will agree with us when we say there must be a reason for the increased popularity of Kingsbury footwear, in view of the financial depression brought on by the war. There is a reason.

Every woman has economized in her shoe buying. Where in the past she may have been indifferent, she now exercises keen judgment in buying. She looks for **wear and style** at a **reasonable price**. This is best secured in the Kingsbury lines. Hundreds of satisfied customers will testify to the fact.

Their appearance and style will appeal to your most **particular** women customers. We have many more such as are illustrated here.

Don't miss an inspection of our samples. After you have seen them you will understand why Kingsbury shoes are so popular, and decide that it is in your best interests to place an order with us. We guarantee satisfaction.

KINGSBURY FOOTWEAR CO.
Specialists in Ladies' Footwear **LIMITED**
MONTREAL

New
Season



New
Method

PRESSURE VULCANIZATION

FOR MALTESE CROSS RUBBERS

A New Era in Rubber Shoe Making

The greatest improvement in the method of manufacturing Rubber Footwear since the process of vulcanizing Rubber was discovered, is what is called the "Pressure Cure," that is, vulcanizing Rubber Boots and Shoes under pressure instead of by the ordinary open heat method still almost universally employed.

After exhaustive research work and tests to prove its value, we have installed this new system, involving a large expenditure for the necessary equipment.

The marked superiority of goods made by this new process is obvious.

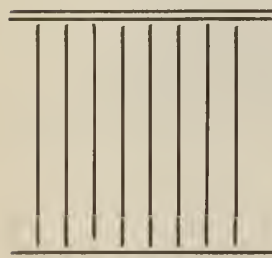
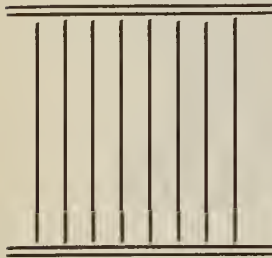
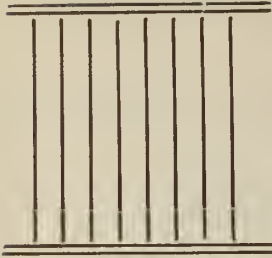
The various parts of the Boots and Shoes are bonded more firmly together, and the porosity or sponginess of the soles and heels, so common heretofore, is entirely eliminated. By this new process they are made as solid as the tough treads of Automobile Tires.

This insures a maximum of durability and wear-resisting quality.

"Maltese Cross" representatives have samples for your inspection.

GUTTA PERCHA & RUBBER, LIMITED

Factories: Toronto, 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

INCREASE YOUR PRESTIGE and PROFITS



THE DIADEM—BOOT LACE

A good, medium-priced quality, meets with a large sale. Banded in pairs, 1 gross fancy boxes. A popular, profitable 5c. lace.

**BY SELLING BOOT AND SHOE LACES
THAT ARE GUARANTEED**

Our laces have definite names which we advertise. They are well known and liked because we keep the quality standard up. You can make larger profits selling these laces than ordinary cheap package goods, at the same time give your customers better value.



CITY BOOT LACE

Ordinary tags, put on to stay. A real good lace. To retail at 5c. pair very profitable.

COMPLETE STOCK CARRIED BY CANADIAN AGENTS

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Toronto - - - 20 Wellington Street W., Tel 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**



Patent Colt, Whole Fox Bal., Grey Ooze Top, Single Sole, Flange Heel.

Watch for our representative who will soon call on you. The time you spend looking over his samples will be well worth your while.

The Shoe That Has Caught The Public Fancy

We illustrate herewith one of our new Fall lasts which has already made a decided hit with patrons who have seen it, and for which we have already had a large advance sale.

This is only one of the wide and varied range of high grade welt shoes that we are sending out for 1915 Fall season.

We also have a complete line of women's WELTS and TURNS. This line includes Mock Welt and Thin Edges, Pumps, Colonials, Gabys, La Valiere and Cleopatra Styles, made in both leather and wooden heels.

THE EAGLE SHOE COMPANY, LIMITED

587 Beaudry St. Makers of "Eagle" and Frank W. Slater "Strider" Shoes **MONTREAL**



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



FOOT-PRINTS

"THE CANADIAN ENCYCLOPEDIA OF RUBBER FOOTWEAR"

FOR MARCH

Contains the Complete 1915 Catalogue of

"JACQUES CARTIER," "MERCHANTS"

"DOMINION" and "ANCHOR"

BRANDS OF RUBBER FOOTWEAR

During the past twelve months, greater strides have been made in the way of improved methods of manufacturing rubber footwear than at any time since the inception of the industry. The most important of these—which we control exclusively for Canada—covers vulcanization by a patented vacuum process whereby uniformity in "curing" is assured, thus producing footwear that is as perfect as it is possible for human skill and science to make it.

AS USUAL WE LEAD IN STYLES, QUALITY,
LASTS AND "SERVICE"



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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TORONTO, MARCH 15, 1915

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Advance
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Do Retailers Carry Too Many Different Priced Lines?

Find Out the Ranges on Which You do Bulk of Your Business and Confine Your Efforts to These—Better Chance for Speculation and Reduction of Stock—Making Your Selling Force Co-Partners in the Up-Build of Your Trade—An Old Shoeman Tells What He Learned

"Yes," said a former shoe merchant who had been in business in a western Ontario town of 4,000 population for twenty-two years and had retired with a competence sufficient to keep the wolf away from the door, "I made some money—probably more than many dealers are doing to-day. I want to tell you, however, that I had to exercise as much foresight, prudence, caution and energy as are required in business at the present time, but one hears on every side—'Oh, it was easy for you to corral cash then; conditions are different nowadays.'

"Competition is much keener, styles change more frequently, the public mind is more fickle and the encroachment of the department stores and mail order houses is growing fiercer all the while through the parcel post and rural mail delivery. I have heard these arguments presented now and again. I know that each period has its own peculiar setbacks and entanglements, but there were other discouragements I had to overcome, regarding which the present dealers know nothing. I know that pasture always looks greener and more enticing in the other fellow's territory, but if he will examine his own field, there will be found just as luxuriant verdure.

"Some lessons I learned which, if I were going into business again, I would certainly put into practice. I know they would net me a larger reward on my outlay. They were such as would make my stock move more frequently, reduce my overhead costs and yield me a larger return for my efforts. Experience is wisdom and by combining wisdom and experience, you should get the best that is going in any line. I do not say that I put these principles into practice, but I think I would if starting again, which, however, I am not doing.

Give Your Store Individuality

"For the benefit of some younger members of the trade, or clerks who have saved up a little money and are thinking of embarking in business, let me say that I would give my place of business, store personality rather than personal ownership; secondly, I would have stocks that fit the demand and stop at that, and again, I would see that there was no overbuying. I would not attempt to make my store a one man institution, as I did in days gone by. Make the place,

the location, the goods you carry have a personality. I would allow my salesmen to be partners in the matter of profit sharing. This would give them a personal interest in the annual volume of trade. I would speak of 'our' policy, instead of 'my' policy, which I would endeavor at all times to make both progressive and aggressive. Then again, I would allow my clerks to assist me in doing the buying. No one man knows it all. He may think he does, but he will discover, if he is not hoodwinked by conceit or blinded by prejudice, that there are other heads beyond his own with ideas.

"This gives an establishment a chance to specialize in its buying and you can always give your customers better value when you specialize. It is well to have a consensus of opinion upon many important matters. Most of us are apt to go too far in certain directions, and we need a check or a brake of some kind.

"Then I think it is a mistake to buy from too many wholesale houses. Better confine your accounts to a few and get the best service that they command, and the most favorable terms, rather than scatter your purchases over a dozen or more establishments. You thus get closer to big people, whose advice and counsel are worth while taking. They are often able to put you in possession of valuable trade secrets, or to tip you off to a line of goods that will yield you a much better profit than if you groped around yourself and had little more than a nodding acquaintance with many concerns.

Do Not Scatter Your Accounts

As an old dry goods merchant once told me—"If you confine your trade to a few wholesale houses your account with each is often as large as many of the accounts of stores in the big city. The wholesale firms naturally desire to protect their largest account and in more ways than one it pays to make a good showing on a few wholesale ledgers, instead of a weak one on a number."

"I thoroughly agree with this sentiment. Search out reliable wholesale houses and manufacturers and when you find them, stick by them and they will stick by you in times of depression and war stringency, such as we are passing through at the present. The wise men in the wholesale field play fair with a little fellow, because they realize that some

day he may be a big man in the trade, and that day may come around very soon. A small man of to-day may be the large fellow of to-morrow.

"Another thing is to build up a good reputation and the best way to accomplish this is to carry dependable goods. If you carry the right lines of value-giving, good fitting, comfortable footwear, you will have people coming back to you again and again. I would place just as much importance on proper, easy fitting shoes as I would upon quality for, remember, if a person has a shoe that pinches, rubs or hurts the foot in any way, he or she is not liable to soon forget who sold that footgear. It will stick in the memory in spite of fate. The purchaser will not blame the shoes nearly as much as the merchant for forcing such goods on him or her.

"Then, if you are selling something cheap, it is well to make known the fact that you cannot guarantee the shoes. It is a protection to you in many ways. The same remarks should apply to satins, velvets, patent leather and suedes.

Too Many Priced Lines of Shoes

"I am firmly convinced to-day that the average store carries too many priced lines of shoes. Why, I know a man who starts his women's footwear off at \$2.00 for a house shoe and has a range of figures running all the way up to \$7.00. He has no less than thirty-three different priced lines of women's pedal toggery in his shop, and in men's the figure starts off from \$2.50 for a heavy work shoe and continues right up to \$8.00 for the latest English bal, single sole, cloth top and medium recede toe. We went over the various lines the other day and, eliminating the boys', this fellow has twenty-nine different prices in shoes for men. Remember in this computation we have not taken into consideration misses' or children's lines, boys', or youths', making sixty-two different priced shoes in men's and women's.

The majority of women's business, it was found on a close study, was done on ranges disposed of at \$2.50, \$3.00, \$3.50, \$4.00 and \$5.00, and in men's it was discovered that the leading figures were \$3.00, \$4.00, \$5.00 and \$6.00. Now this makes really only nine or ten different prices on which the great volume of business was transacted. Then, why should a retailer to-day carry shoes covering a sweepstake of sixty-two prices? He scatters his energies, is not able to concentrate or specialize, and the result is an accumulation of odds and ends of stock and slow sellers which have to be cleared at the close of every season, at a decided loss. I know what I am talking about, for I have had a little leisure to review things calmly and dispassionately during the past year or two. I believe that a shoe merchant to-day can put a full selection into the five live prices for women and four live ones for men, that I have named, and at the same time reduce his stock from twenty-five to thirty percent. The result would be a faster rate of turnover and more money in the bank. When the end of a season comes around there would be fewer shelf warmers to clear out and eat up profits.

"This whole thing enables specializing and specialization is better both for the buyer and for the dealer. It makes buying easier and better for the customer. Such a plan as I have outlined would guard against over buying and over stocking, which are chief contributing causes in business failures or stagnation. The outcome is when a period of stress and strain comes, like that through which we are passing, the small fellow, who is top heavy with goods, has to sacrifice them below cost or else go to the wall. If he attempts to hang on he cannot carry the load. The best way to guard against such a state of affairs is to keep down the stock, but have it representative.

"An old dealer of forty years' insight told me the other day that he had known many men who had gone to the

financial scrap heap through over buying, but he never knew of one to fail simply through under buying.

"Making the features that I have shown and the arguments that I have used prominent in your store publicity, remember that advertising is necessary. As Gladstone once remarked: 'No institution could make money without advertising, except the mint.' His words are true—there must be publicity, well-constructed, forcible and effective in some form.

Another important thing is to watch your cost of doing business. See that this is kept down to the minimum. Not only are careful buying and a frequent turnover of stock necessary, but the institution must not be swamped by putting on too much sail in the shape of high rents, elaborate fixtures, too heavy staff, high taxes, etc. Watch closely these various items.

"I could go on giving you many other pointers, but what I have said will probably shed some light upon a few problems that are tormenting many retailers to-day. Give your store personality, carry stocks that are no larger than your trade requires; and you should within a few months know exactly what your trade favors, and how best and most economically to meet its tastes. A little experience should guide you aright in this matter. Then, have buying methods that will increase the turnover of your stock and follow publicity campaigns that you know to be effective and resultful. Some kinds of advertising fall flat and are indifferent. You will probably have to do a little experimenting in this line, but once having got into the right groove, see that this course is followed with care, skill and supervision in buying, selling, fitting, serving, managing and profit making."

The Proper Scouring of Heels

Sandpaper used in scouring heel edges is always crimped and this makes a difference in scouring the edge, especially in the high heels.

A 2-inch wheel will do for 2¼-inch paper when used on a 14-8 or 15-8 heel edge.

There is a difference too in the height of heels, back and front, and this must be taken into account when scouring. Many do not know how to measure the height of a heel. It is reckoned at the front, or breast, but when it comes to scouring you will find it is a good deal higher in the back, all on account of the pitch. The heel scourer has to allow for this in the paper as a wheel that would be wide enough to scour the front of the edge would not be wide enough for the back. It would not cover the back part of the heel.

Now, as ever, the highest heels in shoes are seen in women's shoes, in the cheap as well as in the high priced goods. Some of the heels in the low cost goods are of pulp with the exception of the top lift, and in many of the finishing rooms these are scoured down pretty smooth with only one scouring or one handling. There are two wheels, one for the coarse and one for the fine paper, and when a pulp heel is done up on both wheels it has a pretty good edge. Pulp seems to be easy to scour when in a heel edge as it does not fill the paper and cause it to glaze quite as much as leather.

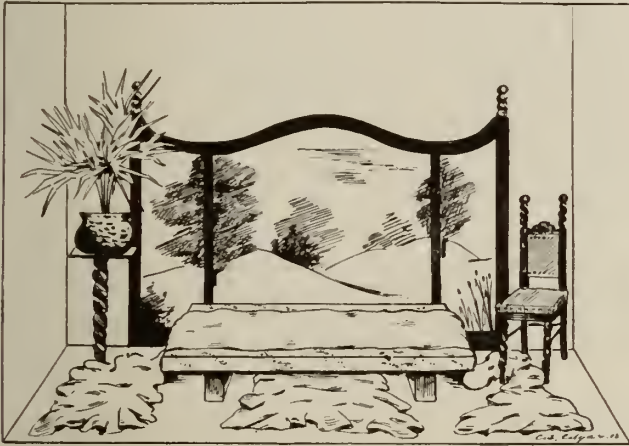
The only kind of a heel edge of leather that would be easier than pulp is that of the upper leather heel, but that is a heel that is rarely seen to-day in comparison to fifteen and twenty years ago. They cannot make an upper leather heel cheap enough to-day for the average shoe, nor can they make the sole leather heel cheap enough for many shoes. In cheap or low cost shoes pulp is about the only thing that can be used at the present time.—Shoe Topics.

Using Screens and Furniture in the Shoe Window

By CHAS. S. EDGAR

Many display men in the larger cities are making use of screens and odd bits of furniture in their windows. The effects produced are, to say the least, "different." In some windows large screens are used to form the background for the whole display, while in others small screens are used to back up the principal units. These central units are made on small tables draped with plush, or, in some cases, odd chairs are used for this purpose.

Pieces of old-fashioned furniture may sometimes be picked up at the second-hand dealers to good advantage.



These, when properly cleaned and refinished, are excellent for window trimming purposes. When having these old pieces recovered be sure and choose coverings of a plain color with little or no pattern, as some of the patterns might detract from the goods on display. It would also be a good plan to buy several extra yards of the material for draping purposes. In this way you would be certain of having a drape that would harmonize with the covering.

The screens are mostly used in windows having permanent panelled backs where they serve to break the monotony of the plain background. These screens are in a great variety of designs, ranging from the very elaborate and expensive hand-carved ones to the simple bed-room screens which may be purchased for a dollar or two. Many of the simpler designs are evidently made by the trimmer himself, but nevertheless they serve the purpose just as well. To make a screen such as is shown in the accompanying drawing requires only a little time, as it consists of a frame in which is set a piece of wallboard on which has been pasted some wallpaper.

Similar screens can be made by using plush, silk or satin, pleated or shirred, in the openings of the frame. In fact, many beautiful screens can be made by the trimmer who has the least bit of taste along artistic lines. And, of course, he wouldn't be a trimmer if he hadn't. It is a good plan to have a "weather eye" on your local house-furnisher's windows for suggestions along this line.

The plateau shown in the drawing is easily made from light lumber and stained to match the woodwork of the furniture or it may be covered with onyx paper or some other decorative paper. The plateau is used to bring the display stands, in the centre of the window, on the level with the eye of the passerby, so as to attract his attention to the display. It should be draped with goods to match the

coverings on the furniture. This draping should wind in and out between the stands and not lay flat as shown. In using the chair as shown, continue the draping along the floor and around the legs. Place a few shoes in a seemingly careless fashion on the draping and also on the seat of the chair. The pot of palms is used to balance the chair and adds a finishing touch to the whole effect.

Displays of this character should not be used too frequently. It might be well to confine their use to such occasions as "openings," etc.

A neat display card for this window could be made with black ink on a heavy rough-finished white mat-board, the border lines and ornaments to be painted in gold. Do not use too large a card for this style of display, a "half-sheet" being plenty large enough for the largest windows. A "half-sheet" is fourteen by twenty-two inches. When installing a window of this description be careful not to use too many shoes so as not to crowd its appearance.

What Constitutes a Bargain?

The average "bargain" is very expensive to the store, and especially to the consumer, although generally neither sees how this is true.

There are four kinds of "bargains":

- 1.—Pure fakes—worth less than the "bargain" price.
- 2.—Partial fakes—worth just what you pay, and no more, and therefore not bargains at all.
- 3.—Real bargains, made necessary because the retailer has a stock which he must clear away to make room, or for some similar reason.
- 4.—Real bargains, unnecessarily and deliberately priced low to draw customers from a competitor.

Between these the customer must discriminate before he can be sure that he is really getting his money's worth. It is very difficult for the public to discriminate between the fake bargain, the real bargain, and the bargain that is only a bait.

Originally the bargain sale was founded on the clearance idea, or on the supposed ability of the big department store to buy cheaper. But later it degenerated into an almost continuous performance of white sales, red sales, blue sales, anniversary sales, removal sales, closing sales, fire sales.

The public became skeptical—doubting the value of all bargains.

Because of this growing skepticism, reputable merchants are coming to believe that their business will be more stable, their stores will more surely be classed as worthy of confidence, and their customers more permanent, if they put their trade on a day-in-and-day-out basis of always selling standard goods at fair, standard and unvarying prices.

But this can come about only when there is a well-recognized standard of prices on goods of known, standard value.

National advertising is the one great force to-day which is working toward standard values of merchandise—toward the principle of "one-price-to-all-customers-everywhere."

And this principle, when generally adopted, will itself be the best bargain ever offered to the public.—Saturday Evening Post.

STRAY SHOTS FROM "SOLOMON."



Are you one of those "little fellows" that you can put a hundred of in a peanut shell and it will still rattle? These little shrivelled up shrimps jump and throw their tails and try to make believe that they are whales. How some of them get into our public bodies is hard to understand, but there they are in churches, lodges, town councils, and even on the floor of parliament matching their lilliputian ideas with those of real men. The other day a rich farmer got up in one of our township councils, and talking about the war and its costliness, said it cost him ten dollars already. That is his sizing up of the greatest war the earth has ever seen on which hangs the fate of empires and civilization. Be big. Don't be a two-by-four-business man, politician or family man. "The hand of the diligent (or liberal) maketh rich" in more ways than in the pocket.

* * *

There are some men so crooked that they can't lie straight in bed. They will only stop lying and cheating when their stammering tongues and itching fingers "lie silent in the grave." They can't make a sale without faking, and they can't take off a trial balance without teetering. Crookedness is a hard thing to shake when it gets a hold on a fellow. When he can't deceive others he takes satisfaction out of deceiving himself. "A false balance is abomination to the Lord," whether it be a pair of grocery scales or any other kind of truth telling apparatus. It is an abomination to men also, and when a man once gets the reputation of a moral juggler, it is a hard thing to get people to believe he has honest moments. Tell the truth and shame the Devil. It's better to lose a little money or a few friends than lose your character and reputation.

* * *

Those fellows who are always whining about being "led away" are not worth the powder to blow them over Gilroy's barn. Have you no backbone or is it just a streak of cartilage? "The woman tempted me and I did eat," and Adam has sent his miserable cowardly excuse down through the ages for weak, puling sneaks to grab hard every time they wander from the path of virtue. "It's in my nature" is another way of putting the blame on the Almighty and those who have gone before. Because my father died and left me a saloon is no reason why I should go on manufacturing drunkards. It doesn't prevent me knocking in the barrels, smashing the bottles and pouring the liquid damnation into the street. "My son if sinners entice them consent him not." Be a man. Say no and let the Devil and all his host sneer and do their worst.

* * *

"Be a man," says Mr. Worldly Wise. "Show the world you are not afraid of yourself. Take a drink when you want to and let it alone when you feel like it." "Every man must sow his wild oats," says the old rake who is having his reaping out in rheumatism and a bad liver. This kind of advice has sent more young men to the devil than all the

saloons between here and the Yukon. A clergyman, some time ago, read a paper before his ministerial brethren on "Temperance," and showed to his own satisfaction and some others, that the true temperance man was the one who drank in moderation and controlled his appetite. Just as a resolution of thanks to the speaker was about to be put, an old clergyman at the back of the meeting, asked to be allowed to say a word. He told the story of an only, much loved son of great promise, who had gone to an untimely grave through drink. "That boy," said the old man, "received his first glass of wine at the house of the gentleman who has just addressed you, being urged against his judgment and will by the same arguments to which you have listened to-day." "Sir," said he, pointing to the author of the paper, "you sent my son to a drunkard's grave and broke a mother's heart." He sat down in sobs. Their was no vote of thanks.

* * *

The man who prays to be delivered from evil and who gets up and walks into the trap has a lot to say for himself, but the plain fact of the matter is that this clinging to the skirts of the Almighty with one hand and clasping the Devil around the waist with the other, has only one end. You may pray until you are black in the face but unless, when you get up, you turn your face the other way to which you are going you will land up in destruction here and hereafter. "Remove the way from her and come not nigh the door of her house." The man who stops to bid good-day to the Devil will soon be walking arm-in-arm with him. If you would do less praying and more running you would get farther away from your besetting sin. "Escape for thy life, tarry not in all the plain," is good advice for the fellow who has been wallowing and wants to get on safe ground.

* * *

These are the days when the lie-abeds are getting the axe. In good times one is prepared to offer excuses for laziness, but to-day the least a fellow can do to hold down his job is to make a show of hustle. John D. Rockefeller was asked one evening by his eldest son, then at school, who was studying Shakespeare what the expression meant, "There is a tide in the affairs of men which taken at the flood, leads to fortune." "What tide, father?" asked the youth. "Tied-to-business," was the prompt reply of the financier, without looking up from the papers he was studying. Get the right start and the race will come out all right. No man fond of his bed has ever set anything going. "How long will thou sleep O Sluggard," should be megaphoned into your ear if you are inclined these days to take things easy in the morning.

"Your King and country need you" at home as well as in the trenches and the laggard in business just now is just as much a traitor as the fellow who dodges the call to arms.

Solomon

It is Not Credit System Which Undermines Business

Credit is the Foundation on Which Mercantile World is Built—Some Uses and Abuses of the Arrangement—The Financial Relations Between Wholesaler and Retailer, and Retailer and Customer—Impossible to Conduct a Universally Cash Business

By C. L. CARTER

We frequently hear the remark: "It is the credit business that is ruining the country to-day." Nothing could be further from the truth—the abuse of credit might and doubtless does bring disaster to many business men, and nations as well, but on the other hand, credit is actually the foundation on which modern business is built. Without it the wheels of progress would cease to turn, and development and expansion along the lines of trade and commerce would be practically impossible.

It builds railways, explores and populates new countries, establishes cities and towns, and increases and maintains the wealth of the nations.

Let us analyze the meaning of the word. Webster says credit is "belief, faith, a reliance or resting of the mind on the truth of something said or done." Taking this view of the meaning of the word in its broadest sense for a moment, we must realize that we have here a principle which is the very basis of our existence. We eat our food and wear our clothing believing that our bodies will be benefited thereby. We drink water confident that this will quench our thirst; we step on board the train or steamboat having faith that we will be conveyed to our destination; our daily papers record incidents which have taken place in the remote parts of the world, and we accept the truth of these without question.

Borrowing From Father Time

There is hardly any limit to which the illustration could not be carried. We employ our physicians, our lawyers, our architects and elect our public representatives because we credit these men with the ability necessary to minister to the needs for which their services are engaged. We even borrow from old Father Time, and, making our engagements weeks, and sometimes months ahead, unconsciously assume that Mother Earth will continue to revolve every twenty-four hours, until the necessary period has elapsed, and the day appointed is at hand.

You will pardon this momentary generalization of my subject, and I will now turn attention for a brief time to a more practical consideration of credit from the standpoint of all men of business.

Many definitions have been given of "credit" as used in finance. One writer says, "Credit in finance is the postponement agreed upon by the parties of the payment of a debt to a future day." Another says: "Credit anticipates by employing values yet to be produced, and using them as already existing." Webster's definition is more simple: "A transfer of goods in confidence of future payment."

What Creditor Should Represent

In all cases credit should represent positive values, and should be at most a very limited anticipation of those values, or, to simplify this statement, a merchant should be reasonably certain that his customer is or would be financially responsible for a much larger sum than the amount of credit extended.

Credit always implies the confidence of the creditor in the debtor, and a "credit system" is one of general confidence of people in each other's honesty, solvency and resources.

By means of a credit system a comparatively small sum of money can be used as the basis of a number of different transactions, but it is indispensable for every good system of

credit that money must be instantly available when required, and this principle applies to every species of transaction where postponed payment is concerned—nations, banks, mercantile houses great and small, the retail merchant and the consumer must conform to this law of finance, and when it is broken confusion arises immediately.

Present Day Credit Is Different

While, as I have said, the principles of credit remain unchanged, conditions regarding same have gone through a process of evolution which renders the methods of the credit of the day entirely different from those in use even thirty or forty years ago.

I can well remember when my grandfather, a merchant of the old school, made his semi-annual trips to the city from whence he obtained his supplies, purchasing his requirements in all lines and paying for these on his next trip. These goods remained an open account during the period between his visits, and that represented the entire transaction: no notes or drafts, and practically no communication between the wholesaler and his customer for months at a time. This was in one of the older provinces where conditions were more settled than in the newer West. These obsolete methods could not possibly be successful in the West to-day. In every comparatively new territory there are a certain number of irresponsible and frequently dishonest merchants who spring into business as mushrooms grow up in the night, a menace to the wholesaler and the legitimate retailer alike, and who just as quickly vanish (and in many cases their merchandise vanishes with them).

It is to combat with propositions of this kind that the present modern methods of credit have been evolved. This does not mean in any way that credit has been restricted, but by systematizing its conduct it is now more intelligently dispensed, and by eliminating the unworthy customer the wholesaler will be in a better position than ever before to contribute to the requirements of those who merit his confidence.

By this procedure the wholesaler not only protects himself by minimizing his losses through bad debts, but he also upholds and maintains the interests of the reputable hard working merchant who suffers just as directly and just as severely from the depredations of these mercantile pirates who do not care whom they injure in carrying on their fraudulent transactions.

Character, Ability and Capital

And now we will briefly consider the credit relations between the wholesaler and his customer.

There are certain qualifications in his customer which the wholesaler has a right to expect, and there is a certain protection which he has a right to demand. Among the qualifications are character or honesty, ability and capital. The first is easily the most necessary of all, the second is essential, the third very desirable, but given the first two—honesty and ability—the merchant will prove a much more satisfactory customer than if, possessing ability and capital, his business methods are yet not above criticism. I do not imply that the latter is necessarily an unsafe customer—tangible assets are always an important factor as a basis for credit—but I do mean that no wholesale house can have absolute confidence in a merchant, however well-to-do, if his reputation for fair dealing is not of the very

best. I have said that there is a protection which the wholesaler has a right to demand. His goods should be properly housed, properly cared for, and if credited out in turn, the utmost care should be taken to see that these credits are directed in the safest possible channels. I need not lay emphasis, in this enlightened age, on the necessity of adequate protection from loss by fire. Every facility is offered the present-day merchant in securing insurance in reputable companies, and every business man owes it to his creditors (if he has any), to himself and to his family in any case, to make ample provision along this line against the possible destruction of his merchandise and buildings by a devastating fire. I am not here to talk insurance, but I would like to say, while on this subject, that too much care cannot be exercised in the selection of the insurance companies, and in seeing that policies are correctly written.

Lack of Business Ability

Business experience is also a good asset for the prospective customer, but I have not considered this absolutely necessary. Many merchants with years of experience behind them have failed most disastrously, and many with the most superficial training have been entirely successful. In checking carefully the causes of failure in a number of insolvent concerns which have come under my personal notice, I find that the great majority of these were due to lack of business ability. Under this heading I include over-buying, injudicious selection of stock, over-crediting and inability to compete with more alert and better trained opposition. Want of capital was, of course, also contributory, but I do not hesitate to say that even if this had been larger, the result, while perhaps postponed, would in the end inevitably have been the same.

Dishonesty was apparent in a few instances, but I think it is only fair to say that in most of these deplorable cases the fraudulent features did not appear to have been premeditated and only developed when other conditions made the situation hopeless.

Now, after the wholesaler or his credit manager has satisfied himself that the customer is worthy of credit and shipped the goods, comes the question of payment. It is customary, for purposes of convenience, unless some other arrangement has been made, to pass drafts for the amounts due, according to terms of sale. The procedure has a double advantage. It gives the wholesaler the use of the amount involved immediately, enabling him to meet his own obligations, and it also permits the purchaser to provide for the payment by simply depositing the amount in his home bank, thereby saving him the trouble of remitting. This banking arrangement is merely one of the many illustrations of the advantages of a credit system in the commercial world. These drafts are accepted by the customer in due course (or at least they should be, if correct and in accordance with the terms arranged), and are supposed to be paid at maturity. It may be unnecessary for me to remind you of the advisability of checking all invoices and statements very carefully, as even wholesalers make mistakes occasionally, and it is wise to assure yourself that your accounts are accurate.

Made Money on this Saddle

I remember reading one time of an instance where a good customer of a wholesale concern, being in town, called at the office of these people and purchased an expensive saddle. The salesman recognized the man as a favored customer, but after he had left, taking his purchase with him, the clerk discovered to his dismay that he did not remember the name of the customer. He accordingly went to the manager in his predicament and after some consultation the manager said, "Get a list of forty or fifty of our best customers from the accountant, charge the saddle to each of them, and those who do not get it will kick. The man who did will pay for it."

A month or so afterward, the incident recurring to him, the manager went to the salesman and said: "Well, John, how did you make out in that saddle transaction?" "Fine, sir; fine!" said John. "Forty-one customers have paid for it to date, and only two have written to say they have not received the saddle."

I cannot vouch for the truth of the story, but am sure, in any case, that it could not have happened in the West.

Nor is it less important that a complete and correct record of all transactions be kept in the books of the merchant, and these in such a shape that he is in a position to know his actual indebtedness at all times. No man can manage his affairs successfully without this information. It is a somewhat startling fact, in connection with the eighty-seven estates which came into the hands of our organization during the past year, varying in value from \$1,000 to \$100,000, that in not one instance out of the eighty-seven did the books of the debtor afford a complete list of his liabilities. In some cases there were discrepancies of thousands of dollars.

The majority of these were insolvent; all were seriously embarrassed financially, and while it would be impossible for me to say just what bearing this feature might have had in the affairs of these estates, it is a significant fact, and worthy of note, that it existed in every case.

To return to the drafts. I have stated these drafts are supposed to be paid at maturity, but as a rule a comparatively large proportion of them is returned to the drawer. This proportion varies according to the financial conditions existent in the territory in which the transactions occur.

The fact that his drafts are not always met promptly does not by any means indicate that the merchant's affairs are in an unsatisfactory condition.

Some of the Unavoidable Occurrences

Many circumstances may contribute to the situation—business depression, unseasonable weather, strikes, inability to realize on his own accounts from these or other causes, all have their influences, and in many cases it is unavoidable. But I want to point out and I cannot emphasize this too strongly, that while the wholesaler makes every allowance for the customer who is unable to pay, or pay in full, and is always ready to afford reasonable assistance on these occasions, there is absolutely no excuse for the merchant who persistently ignores his maturing paper, without even taking the trouble to advise his creditors of his inability to meet these obligations. Wholesalers have their own troubles, and nothing can be more discouraging than to have a sheaf of drafts presented every morning with the notation, "No response to notice," marked by the bank thereon.

One would almost imagine from the indifference with which some merchants treat their obligations that the wholesale houses had unlimited capital at their command and the return of a few thousand dollars' worth of paper an hour or so before the bank closes was a mere item in the day's work. This is far from the truth, as the wholesaler has thousands to provide for where the retailer has hundreds, and this unbusiness-like treatment of drafts is not only therefore a serious inconvenience to the creditor, but it also shakes his confidence in the debtor whose affairs are conducted in so loose a manner.

On the other hand, when a merchant finds himself unable to meet a maturing bill, or is only in a position to pay part of same, how easy for him to sit down a few days before the due date of his obligation and manfully write his creditor to this effect, stating briefly the cause of his embarrassment, and it is a rare instance, indeed, when the necessary assistance is not forthcoming. Note the different aspect of the whole situation. The debtor has done the best he could under the circumstances; the creditor is now in a position to make ample provision for the returning paper; and, what is perhaps more important, his confidence is strengthened in the

customer who has shown conclusively that he is looking after his affairs in a proper and business-like manner. The merchant who neglects to accept his paper, or ignores same at maturity, is not only a source of annoyance and frequently loss to his suppliers, but he is also a detriment to the interests of his fellow merchants, and the sooner he is out of business the better.

Carefully Preparing a Statement

It is, perhaps, unnecessary for me to refer to the importance of the financial statement in establishing a credit. It is not only a question of the creditor having full knowledge of the business affairs of his customer, but it is also a question of the customer knowing exactly his own position at all times, in order that he may intelligently carry on his transactions. Too much care cannot be exercised in preparing these statements. Due allowance must be made for depreciation, shrinkage, bad debts and the hundred and one details that encroach on the profit of a business. Even if he errs on the conservative side, it is much better for a man to be better off than he thinks he is than to think he is better off than a closer investigation of his affairs would warrant. In the latter case he is apt to make undue drafts on his business, and this in the end frequently leads to disaster. In analyzing his financial statement as a basis for future expenditure, due consideration must be given by the merchant to his volume of business as compared to his operating expenses. Assets will quickly disappear if the business is not sufficiently active to provide a safe margin over and above all expense, and in computing the costs of carrying on a business where the stock in trade is perhaps disproportionately large for the amount of business done annually, the items of interest and depreciation must figure very largely and should not be overlooked.

In regard to the credit system of a retail house this is more difficult to define. While the fundamental principles of credit are the same in every class of business, the policies vary a great deal. In the credits of the retail trade there is little in common with those of the wholesaler. The class of patronage is radically different, and the manner of extending credit and making collections is entirely dissimilar. The principles, however, are identical in that care must be exercised in seeing that credit is dispensed to only responsible

parties and that collections are made promptly. It has been said that if credit is the foundation of modern business, collections are its roof—and this should not be leaking. Over-crediting is neither good for the merchant nor his customer, and when the former finds that his book accounts are growing and at the same time it is becoming increasingly difficult for him to meet his own obligations, it is time for him to call a halt.

Crop failures, low prices and other local conditions make it difficult for the merchant in the country to adjust his credits and collections as systematically as he would wish, but I believe that a time of settlement should be arranged with every customer, and this adhered to as closely as the circumstances will permit, and in any case all credit should be restricted to a figure where the outstandings cannot seriously embarrass the business.

Many merchants think that a business operated on a strictly cash basis is preferable. It would, of course, be impossible in the present day for this condition to become universal. Personally, I feel that a credit business properly conducted has many advantages. I understand, however, that many merchants carry accounts along indefinitely without extra charge, although they find it necessary to pay interest at the rate of 8 or 10 per cent. per annum on a more or less portion of their own indebtedness.

This procedure may be expedient. It may even be considered necessary in order that the good will of the customer is maintained, but it does not sound like good business. As previously stated, settlement should be made at specific dates and short date notes bearing interest should be taken if the cash is not forthcoming. This is a good rule to follow. Make your collections promptly. It helps your business more than anything else in the world. It increases your working capital and makes your customers your friends. You know better than myself how a customer with an overdue account will frequently make his purchase elsewhere for the simple reason that his conscience is troubling him about his overdue indebtedness and he does not want to face the music.

Make your collections promptly and then when the lean year comes you will be in a position to assist your friends over the tight place without finding yourself in a similar position.



A VIEW OF THE SAMPLE ROOM OF BLACHFORD, DAVIES & CO. LIMITED, TORONTO. MR. DAVIES IS SEEN STANDING AT THE TABLE WHILE THE CUSTOMER SEATED ON THE LEFT IS D. A. LEONARD, TORONTO. ON THE EXTREME RIGHT IS T. H. RUMFORD OF GEORGETOWN.

Try Out These Window Hints

The same goods marked at the same prices can, by merely different arrangement, be made to attract quite different grades of customers. Closely packed goods will draw the crowd. Thin, light dressing, and artistic placing of the same goods will attract the more discriminate, which usually means the better class buyer. Many window-trimmers know this only in a vague, dim way, and therefore their work is not so clearly cut, so steadily defined or so uniform in tone as it might be.

Uniformity in tone is profitable in window-dressing because it adds still more strength to the windows' chief power, which is its cumulative force. The great difficulty in window dressing is to attract attention without breaking the continuity of the display policy. If you widen your appeal too much you weaken it.

Show your goods in airy, graceful fashion one week, and you get the interest of one section of the public. Present your display in closer formation the next week, and you draw the attention of another class of buyers. But in gaining your second you lose your first. You cannot by altering your display keep a perfect hold on both classes of customers. What I really consider the best policy, from actual results, is a settled, yet flexible style which will, week in and week out, draw with the utmost possible pulling power the class which you are able to serve.

A shoe retailer proved the truth of the foregoing observations in the following way. His custom was to exhibit about fifty shoes on the floor of his window. These lines were as accurately representative of his stock as he could display. Aiming at what is called a popular trade, the display was usually composed of one dozen shoes at \$3.00, one dozen at \$3.50, one dozen at \$4.00, one dozen at \$4.50 and a few at \$5.00. When these goods were displayed in close order, or laid in rows near the glass with every shoe plainly ticketed in price, the sales of the \$3.00 and \$3.50 lines reached their maximum. But when a larger space was used and the same number of shoes, in the same proportion of prices displayed in a less compact manner (with the aid of stands, pedestals, and other devices), a change occurred. There was less demand for the cheaper goods, but a much brisker selling of the \$4.00 to \$5.00 lines.

The retailer in question proceeded to compromise. He now shows his cheaper goods in neat pyramids, and extends his better class lines. In this way he gets and keeps a better hold on the interest of the greatest possible number of probable buyers of all the qualities of shoes he is trying to dispose of. This is a better plan than to dress the window one week in high class style, and the next week in popular heavy-weight fashion. Besides getting better results all the time, it saves needless redressing.

Too frequent changes of display are by no means always advisable. The desire of some window-trimmers to achieve or maintain mere catchiness or smartness may easily lead to the partial neglect of solid profit. To mark the price on goods now appears the rule of most window trimmers, and in a popular trade this seems a wise policy. Yet if you have something novel, or a little out of the ordinary, it will stimulate more curiosity if displayed without a price ticket.

"Oh! For the Days of Old"

We had thought that, of all the places in the world, Quebec would be the last to take a back seat in the matter of making of beef-skin moccasins, the "bottes sauvages" of the habitant, the lumberer and the sportsman, says the Quebec Telegraph. It was here—we believe—that this useful and comfortable, but ugly and odoriferous style of footwear originated in the old French days in imitation of the Indian moccasin and if its manufacture was not wholly confined to Quebec, it was here that it was turned out in the largest quantity and to the greatest perfection. In

fact, we were supposed to enjoy a monopoly in this particular industry and when some outsider wished to give expression to the quintessence of his contempt for our old-fashioned ways, he spoke of this section as the "moggasin country."

As showing how the times have changed and how much the Ancient Capital has fallen from its high estate in the moccasin industry as in others, and is handicapped by actual conditions, it is interesting to note some recent happenings. Among these is the sudden jump into favor of beef-skin moccasins as the most suitable footwear for our troops and those of our allies at the front in this season. This was brought about by the representations of one or two of our most energetic fellow citizens, who had had occasion in their hunting or fishing tours to appreciate the valuable qualities of the "beefy" in point of comfort, warmth, roughing it and dryness. A few samples were sent to London and a large demand for them at once set in.

Then came the question of supplying that demand, but diligent enquiry and search here failed to discover more than one house in Quebec which makes a specialty of manufacturing shoe-packs or beef-skin moccasins in any appreciable quantity, and its output was so small comparatively that it had to be passed over. And the same remark applies to other similar establishments at Batiscan and Fredericton, N.B. On the other hand, it was found that there are factories in the United States which manufacture these shoes by the thousands and tens of thousands daily, as such footwear is exclusively used in the American lumbering districts, as well as by sportsmen and campers out generally. The result can be imagined.

And yet we wonder why a long-established and famous old shoe-making city like Quebec gets little or none of the great orders for military footwear from Europe just now and our American neighbors are getting the lion's share of them. Of course, allowance must be made for their vastly larger population and vastly greater industrial facilities, as well as for the decline of the lumber trade and the shifting of the lumbering centres here in Canada, but, for all this, it seems to us that there is a sad lack of versatility and ability in our local shoe-making industry to adapt itself to the changing circumstances of the times. In any case, it is certain that, in connection with the supply of beef-skin moccasins for the armies in the field at present, we have missed another opportunity to do a good stroke of business for ourselves.

How to Push a Sideline

Suffice to say, there is no doubt at all but that a sideline pays, sometimes to the extent of two or three hundred per cent. if properly handled. No line though, no matter how strong and easy to dispose of, will sell itself. Your sideline or sidelines if you have more than one, require advertising and salesmanship. Customers should be made aware of your trunk or findings department, or you should go out of your way to tell them of your exceedingly fine hosiery supply or whatever other line you are handling. You can do this through your store window, by means of newspaper or circular advertising, or by personal talks. You have the satisfaction of knowing that outside of the actual profits you derive from your sidelines, they are drawing a large number of people into the store who would otherwise never enter it. Moreover, several different lines handled by you will enable you to make the establishment a whole lot more attractive. Think it over and see if you could not employ those empty corners of the store to advantage.

There are other sidelines from which every shoe retailer can draw a good profit, lines which have a steady call year in and year out, or for which a demand can be created readily enough, but they are too numerous to mention here.

LOYALTY

Loyalty is the thing.

And to be loyal does not mean to be a slave.

A contract between wage earner and employer will never benefit either if it simply stands for attendance and routine service. A machine can render better value on an investment than an automatic man.

If your idea is simply to rot in your seat and draw your salary, according to contract, you are no better than a pin head, or an epicine, whatever that is. Your place is in the poorhouse where your living can be furnished by the entire country, and not by one man.

If you can't be loyal to a man don't work for him. Resign. Quit. Get your time. Disappear.

He has a right to expect absolute loyalty from you, among friends and enemies, in and out of doors, while he is present and when his back is turned, just as you have a right to expect loyalty from him.

He pays you in money. His pay check is evidence of his loyalty. Your work is evidence of yours.

But you have more at stake than the pay check you get, just as he has more at stake than your routine work represents. The success of his business and your progress in it both depend upon a loyalty deeper within you than your eye, your ear or your hand—a sincerity that reaches into your heart; for where your heart is, there you will find your treasure also.

No unwilling worker ever yet achieved great success, for men only succeed where they think deeply, work cheerfully and rejoice at the success of what they are working at.

Business presents untold opportunities, magnificent possibilities; but the only man who ever succeeds for himself or deserves promotion from any one else is the man who is loyal.—*Harland Read.*

Belongs to a Rubber Family

A lot of old records of the Canadian Rubber Co. of Montreal, and its predecessors, the British-American Mfg. Co., Hibbard & Co., and others, came to light the other day, says "The Dominion." They date as far back as the year 1853—sixty-one years ago—and consist of old letter books, time books, journals, cash books, etc., and form a most interesting collection. They tell us that, even in that early day, we exported rubber shoes to Germany. To get goods to Halifax, N.S., in winter, we had to export them in bond to Boston, from which point they were shipped by boat.

Hamilton, Ontario, was "Farthest West" for quite awhile, but eventually, we did boldly strike out further towards the setting sun, and sold a bill of goods in Galt, Ont. But when one of our pioneer travelers reached London, Ont., and sent in an order for shipment to that isolated place, no doubt Head Office gave him up for lost. There are one or two families who were connected with our business in the 50's who still have some of their members actively associated with us. Prominent among these are the Pearce's, the father of our present General Superintendent of shoe factories, having been indentified with the Montreal mill as early as 1849. In fact, the Pearce family have been "rubbering" practically since vulcanization was discovered. There have been three generations of them so far. In 1880, Pearce primus moved to New Haven with Pearce secundus, and Pearce tertius—otherwise, John H. Pearce, Jr.—was born there on December 5th, 1885. (Pearce quartus has still to be heard from, but we all have hopes.) "J. H. Junior" was educated in the New Haven public schools and in the Booth Preparatory School. He commenced "rubbering" in 1901, and spent ten years with the L. Candee Rubber Co., learning the business from the ground up in a practical way. He spent nearly all this decade in the mill room, and has a thorough knowledge of compounding and the preparation of stocks. Mr. Pearce was made foreman after seven years and remained as such until he was appointed Assistant Superintendent of the Montreal mill in 1912. In 1913, he took charge of the Granby mill, and was recently appointed Assistant Manager.

Keeping Stock by Numbers

Quick service to customers is the secret of success in the shoe department. It is always annoying to a patron to be kept waiting in his stocking feet while a clerk searches for the shoe he has ordered. Every system that will increase the speed and efficiency of the shoe clerk is welcome. A good one is described in "Retail Equipment." The writer tells of a visit to a retail store where the service was so good that he remembered the experience with pleasure. He says:

The salesman pressed a button which sounded a buzzer in the balcony above him, and the nimble young man came on a run. The nimble young man spoke first and said, "All right, 32." And then the salesman made this announcement: A-2-2-3-2-5-7," saying the number as one would give a telephone number. The young man above repeated them, was gone for a moment, returned and said, "The nearest we have is A-2-2-2-2-5-7." The salesman then turned to me and remarked: "We don't have the last that you wear in a Congress shoe, but we have a shoe made in a last which is the exact shape of your foot but which laces up through eyelets. I am quite sure you will find a shoe of this kind more strengthening and equally as comfortable as the shoe you have been wearing." Just as he was through with his remark the young man from above dropped him down a pair of shoes.

The writer asked the clerk to explain how he and the young man worked their number scheme.

"We use a system of key numbers in handling our shoe stock," he replied. "To understand how these key numbers work it will be necessary for me to explain to you the different points by which a shoe is selected.

"First, what kind of a shoe, which is indicated by the letter 'A' for men's, 'B' for women's, 'C' for boys, etc.

"Next comes the leather, indicated by a number: '1' for patent leather, '2' for vici kid, '3' for wax calf, etc.

"The last or shape is indicated by the next number: '1' is the plain toes (no tip), '2' what some call the 'corn dodger,' or Common Sense toe—a broad, easy shape; '3' a more dressy but conservative shape, '4' a neatly fashioned shape, and '5' the very dressy English type of toe.

"The net number gives the style of fastening—'1' for Blucher, '2' blind eyelet, '3' Congress, etc.

"The weight is indicated—'1' for single sole, '2' for double sole, etc.

"The widths are given from A to EE by the numbers '1,' '2,' '3,' etc.

"The sizes are given last just as it is—'2' for No. 2, '3' for No. 3, etc.

"So that, when I asked for 'A-2-2-3-2-5-7,' I really asked for a man's shoe, vici kid, broad tipped toe, Congress, double sole, width E and size No. 7.

"The stock clerk immediately went to Department A (men's shoes), and in Section 2 (vici leather), looked through Compartment (2 broad tipped shoe) till he came to the shelves marked 3 (Congress) where he looked at a group of stock marked 2 (double sole), where he selected a width E, size No. 7 shoe. If there were more than one quality or price he would have brought a pair of each. As it was, he had no Congress shoes of that last, so he brought the next similar shoe that would give equal satisfaction in wear, which was one with blind eyelets, or as he called it 'A-2-2-2-5-7.'"

Of course, every stock of shoes cannot be handled in quite the same way. A group of styles, etc., that are big sellers in one part of the country, differ from those in another section. By the use of key numbers, where each number stands for a certain feature of the shoe, can be adapted to every line sold.

Some Ancient Footwear

The India Hindus and Mussulmans alike wear both sandals and shoes (slippers) and the latter boots also. The sandal (the word is Persian) was evidently the original covering for the feet over all southern and eastern Asia, while the shoe was probably introduced into India by the Persians, Afghans and Mongols, together with the "tip tilted" (Hittite and Etruscan) boot.

Both are usually made in India of leather, but never of pigskin, and, while the shoes are always colored red or yellow, the boots are generally brightly particolored, both among the upper classes being also richly embroidered in gold and silver and variegated silk thread and with bangles, bugles and seed pearls after the manner of the ancient Persian boots represented on Greek vases.

But, of however rare and costly elaboration, the invariable rule is to remove them after entering a private house just when stepping on to the mat or carpet on which the visitor takes his seat. They may be cast off, the right boot or shoe first, before the worshipper enters a temple or mosque, and it is still regarded as an absolute profanation to attempt to enter either fully shod.—Westminster Gazette.

Every shoe clerk wants more salary. A good way to get it is to make your job bigger day by day. Try not only to sell more goods, but to improve your selling methods. Study the characteristics of each sale you make. Keep them in mind. Making one sale in good form helps in making another.

Several Outstanding Features in Fall Shoe Styles

Military Effect, Overgaiter Style of Footwear, and Cloth Tops in Wide Variety of Colors Most Noticeable Features for Coming Season—Lace Shoes Will All Be Very Popular—Changes in Women's Shoes—Leathers Which Will Have the Call—What is Doing in Juvenile Lines—General Summary of New Season Modes.

"Patterns have changed altogether this year, but lasts remain pretty much the same as last season."

This is the way one shoe manufacturer sizes up the fall style situation, and to use a popular expression he "hits the nail on the head." Although there have not been a great number of last changes, no one will claim the same styles are being shown for the coming season as were demonstrated this time last year.

Indeed, the new effects, patterns, lasts, colors, and other items that go toward making an up-to-date shoe are so many this season as to become almost confusing, and the

popularity and demand now make it stand out ahead of all other lines. Of course there is always a steady demand for a plain sensible shoe, that is, the footgear that will give the wear, but which does not attract any special attention, and which is generally called "a standard line." If every shoe sold was a standard line, what an easy lot would be that of the retailer. One must, however, keep an up-to-date stock or trade is sure to dwindle and finally drop off altogether. It is characteristic of human nature that there are many people who will refuse to be satisfied until they have been shown all the latest fads and fancies, and who even-



PATENT MILITARY LACE, CIRCULAR FOX, SAND CLOTH TOP, CONCAVE HEEL, EUNICE MODEL.



PATENT BUTTON, HEART SHAPE VAMP, FAWN TOP, SPANISH HEEL, LORRAINE MODEL.



GAITER EFFECT, GREY CLOTH TOP, PATENT VAMP, SPOOL HEEL, RITZ MODEL.

BY BLACHFORD SHOE MANUFACTURING COMPANY, LIMITED, TORONTO

dealer who orders wisely will have to show sound judgment and foresight.

Manufacturers in general, or the majority of them, have not shown any great haste in making up their fall samples, although in the past two weeks, practically every wholesale house has completed its new season's range and is now about ready for the fall trade, although travelers will not be going out till near the end of the present month or early in April.

Features of Women's Lines

The two outstanding features of women's footwear are the predominant showings being made of the military effect, and the increase of popularity in the over-gaiter style. These are the most noticeable changes in the lines to be worn by the fair sex, although there are several less important differences to be noted such as the expected increase of bals and cloth tops.

The military effect is all the go. If you examine a set of samples, not alone in the women's lines, but also in the men's, this feature at once strikes your eye and perhaps catches your fancy, that is, if you don't happen to be the man who will have to stock the goods in all varieties and assortments, as there are many different effects, shapes and forms being shown in the military boot.

The over-gaiter effect in women's footwear is also the rage and will have a large call during the next few months so far as can be anticipated. This style really makes a nice shoe, and it has caught the fancy of the ladies until its

usually wind up by purchasing the same style or shape they have been wearing for years. These people, however, would walk out of the store were the shoeman unable to bring out the very newest and latest in footwear fashions.

Popular Leathers

Patent will be stronger than ever in the women's lines and will be a big seller next fall. This leather has been gaining in popularity at a great rate during the past few seasons, and this year bids fair to be a record breaking one so far as shiny leathers are concerned. Gunmetal, of course, has its established place and it is almost, if not altogether, impossible to oust it from its position of preference with the public. Velours calf, vici kid and the other leathers are also being shown, though it must be said, no matter how popular the different leathers may be, there is noticeably a steady decline in their use which is the natural result of present conditions in the leather world.

Cloth Tops Exceedingly Strong

This all acts in favor of cloth tops in making up a shoe. These are shown in all varieties, colors, shades, fabrics, and finishes. When cloth tops were first substituted for leather, black and other dark shades only were employed. The makers of these cloths have been using their ingenuity in turning out something different, and the results are seen in the wide variety of colors and fabrics for the 1915 fall season.

Sand, putty, battleship grey, nigger brown, mauve, khaki and pearl as well as many others, are common terms



WHOLE QUARTER MILITARY BAL.,
PATENT VAMP, TAUPE QUARTERS,
LOUIS HEEL.



MILITARY BAL., PATENT VAMP, THREE
QUARTER FOX, FAWN TOP, LOUIS
HEEL.



GAITER EFFECT BAL., PATENT VAMP,
SAND CLOTH TOP, LOUIS HEEL.

BY CLARK BROS. LIMITED, ST. STEPHEN, N. B.

used amongst travelers this season when referring to colors. Black cloth tops will continue to sell in large quantities, while grey in half a dozen different shades will be very popular. Black and white effects are being shown by some manufacturers, but it is questionable as to whether this type of shoe will have very many requisitions.

Naturally city trade will take to the color varieties as a duck takes to water, but it is doubtful just how much success they will have in the smaller towns and with the country trade.

The military bal in cloth tops is a prime favorite for the time being. This usually has a patent facing, and the upper is generally a grey or fawn color. Many nice samples are being shown in suede tops by leading manufacturers.

Last Changes in Women's Footwear

There has been no striking changes in the lasts adopted by makers of women's footgear. If anything, vamps will be a little shorter this year than they have been in past seasons. Heels will remain about the same, and the Louis, half Louis, spool and Cuban types will be favorites. Wood heels are also having quite a call and are being given a prominent place in the samples of the different makers. The stage last, declare manufacturers, will be very popular. Narrow toes in the better grade shoes reign supreme, while

in cheaper lines the square or round toe are being shown generously. Modified recedes are also freely used.

Changes in Men's Lines

There will be more novelties shown in men's lines this coming season than ever before, but it is questionable as to what will please the male folk and what will not. It goes without saying that they will not adopt anything which appears too conspicuous, though there is always a demand amongst the younger men for something new. The military bal is one of the strongest features shown and is pretty sure to prove popular. Cloth tops, particularly in shades of grey are being shown in the men's lines with the same freedom as they are displayed among the women's samples. Blind eyelets are used much more than they have been in the past and bid fair to have a big demand. The wide variety of buttons being shown on shoes of this type by some of the leading manufacturers beats anything that has ever been attempted before, and a much greater range is being displayed.

The long narrow toe on a medium recede last bids fair to become very popular, especially with the higher class trade. The square French toe also is seen to a considerable extent, while the medium round toe will have a big call as it has had during the past season. Heels in men's shoes



PATENTED MILITARY BAL., CHECKED
TOP, SPOOL HEEL.



PATENT COLONIAL, CLOTH QUARTERS,
CONCAVE HEEL.



PATENT MILITARY BUTTON, PUTTY
TOP, SPIKE HEEL.

BY THE C. N. W. SHOE CO. LIMITED, LONDON



"HARVARD" MODEL



"FRENCH" MODEL



"CLUB" MODEL

THREE OF THE LATEST AND MOST ATTRACTIVE OFFERINGS IN BAL. BUTTON, AND BLUCHER, WITH CLOTH OR MATT CALF TOPS, BY THE BRANDON SHOE CO. LIMITED, BRANTFORD

will remain about the same, about an inch in height. The flange heel is seen to quite an extent usually on recede toe lines.

Patent leather will be strong in men's, although gunmetal will have the call. Other leathers are also being used, but these two are seen in the large majority of cases. Several manufacturers predict a slight falling off in tans, even in the mahogany colored shoe, for the coming season. Buttons will be very popular, judging by the number of samples of this kind of boot being shown. Bals are becoming more commonly used every season, and it is altogether likely that they will affect sales of button boots during the fall season, cutting in on this line.

What Is Being Shown for the Children

The more ambitious manufacturers of children's footwear throughout the Dominion are employing the recent innovations in adult pedal furnishings in making up their children's samples, modifying them, of course, to suit the tastes and needs of the little ones. Boys' and youths' lines are in many cases exact reproductions of the samples being shown for their fathers and elder brothers.

All the different favorite colors are shown in babies' and infants' shoes. Many buttons and also a large number of lace shoes are seen. Gunmetal, in button and lace will have a large demand in children's footwear and patent leather will be exceedingly strong. These are shown in natural shapes with slip soles for fall and winter wear. Nature lasts continue popular and a very wide range is

being sent out in the manufacturers' samples. It seems to be the aim of all makers of boys' shoes, now that they have secured style, to increase the wear of the boot, to make them more strong and durable than ever, if that is possible, and it is to this phase that they are giving their attention at the present time.

Button shoes will also have a large demand with the juvenile trade, especially for growing boys and girls, although they are being catered to almost as much as is the adult trade, and manufacturers of children's shoes state that they feel many of the style tendencies which affect the grown-up trade, such as the preference at different times for buttons over lace, and vice versa, lace over buttons as is the case at the present time.

Cloth tops, it is anticipated, will prove popular this season with girls and misses. All the different shades and cloths are being shown. Patent leather and gunmetal will sell strongly also. The lasts shown are a combination between an adult and a juvenile shoe. These are made to secure style and at the same time give the foot every chance to assume the proportions intended by nature. Wide and medium low heels are used extensively in these shoes, and the samples shown this season are the neatest, and best designed that have been seen in juvenile lines.

A Summary of Styles

It will be seen after reading the foregoing that there are a considerable number of changes in this season's styles,

BY THE TETRAULT SHOE MFG. CO., MONTREAL



GUN METAL BAL., WITH GUN METAL FACING, AND BACK STRAP, GREY CLOTH TOP.



GUN METAL OXFORD, GREY CLOTH TOP, SMALL EYELETS, SMALL TIP PERFORATIONS.



GUN METAL BAL., DULL CALF TOP, SMALL EYELETS, MEDIUM RECEDE TOE.

which as usual are natty and as up-to-date as it is humanly possible to make them. One of Montreal's largest manufacturers on returning from Boston last week made the following statement, "I consider the samples made by Canadian makers the equal in every way to those of the American manufacturer. Our lasts are built on the latest and newest styles shown in the United States, and our patterns are, if anything, ahead of those seen across the line. Perhaps this is because the military tendency is more pronounced with us, and justly so. The shoe business both here and in American centres seems to be undergoing a radical change, and it appears as if the whole year round will be one continuous season, judging by the way events are casting themselves. Why, retailers who gave orders last fall for spring delivery are now writing in to the manufacturer cancelling their orders and asking for the newer lines which are all the rage now."

An Interesting Prediction

This is the view expressed to the writer by half a dozen different leading shoemen both in the retail and wholesale trade. But to come back to the subject in hand, that of giving a brief summary, the following can be stated:

Cloth tops in various colors and shades will be very strong.

The military effect is bound to take with the public.

different manufacturers as to what they feel will prove popular with the consumer for the fall season.

What Certain Firms Feature

The Woelflc Shoe Co., of Berlin, anticipate a brisk demand for colored tops for early spring and summer wear, but for fall are showing black as the staple, with gun metal and glazed kid leathers stronger than last season. The company, who specialize in women's fine McKay shoes, have added two new lasts of good fit and appearance and think they will appeal to the trade. They have found business so far unusually good, running with a big staff and on full time and during the past two weeks have been working certain departments over time.

The Weston Shoe Co., of Campbellford, Ont., think there will be a large sale of the new gaiter effect boots and the military bal, but whether the style will be permanent it will be hard to tell. The company are showing a number of fine models for fall in both bal and button, with imitation gaiter effect, spool heel and tops of battleship grey and sand color as well as others with oriental cloth and brocade which the firm expect will sell well. They also think that the bulk of the Canadian trade will be done on the regular, nicely finished shoe throughout, as Canadian women do not seem to carry matters to the same extremes as their American cousins in millinery footwear. The firm add that there



PATENT LEATHER, CIRCULAR FOXING
AND VAMP, CANARY CLOTH
TOP, LOUIS HEEL.

BY THE SMARDON SHOE CO., LIMITED, MONTREAL



PATENT BUTTON, LOW FOXING,
PUTTY CLOTH TOP,
LOUIS HEEL



PATENT FOREPART, FOXING AND
EYELET STAY, MILITARY BAL.,
SAND CLOTH TOP.

How long it will remain is a question that time alone can answer.

Tans will be seen very little next fall. Patent and gun-metal will be favorites and other leathers will get about the same call as formerly.

Lace shoes will gain in favor, in fact have gained already. Buttons, however, are by no means a dead issue and will continue to sell strongly.

Toes and heels will show no appreciable difference from last year.

More Details Yet to Come

Unlike the summer season, buyers and retailers do not look for the same radical changes as are shown then, in the new range of fall samples. This season, however, the changes have been more noticeable, particularly as regards patterns and novelties. While it is yet early to make forecasts, the foregoing expresses the views of the different manufacturers as a whole. Further definite style information will be given in succeeding issues of the SHOE AND LEATHER JOURNAL as well as the individual opinions of

will probably be a wave of economy sweeping over the country for a time and they have several lines which are known as "life lines" and are of the opinion that they will appeal favorably to the ordinary dealer.

J. A. & M. Cote Co. St. Hyacinthe, Que., say as a rule they do not make many changes in their fall lines either in lasts or patterns. They aim rather at quality than style. For the coming fall they are introducing men's, boys', and youths' hockey shoes and are putting cravenette black cloth tops on a few lines of men's and women's McKays. They say their aim is not to make 'shoe styles on the latest lasts but rather to make shoes that last' and, on the basis of quality and reasonable prices, they have built up their present large trade.

The Eagle Shoe Co., Ltd., Montreal are showing several new lasts for the 1915 fall season. One of these is a man's patent colt, whole fox bal, with grey ooze top, single sole and flange heel. This makes one of the nattiest shoes ever turned out by the company and they state they have already had a big sale for it. Another line which they expect will go very well during the coming season is their womens,

gaiter bal with a Cuban, spool and half Louis heel, recede toe of a medium nature, carrying grey ooze tops. This shoe is also sent out in all the latest colored cloth tops, as is the man's shoe already described. The company are also turning out a line of high grade turns for women which along with their line of welts, they state, will make as fine a range as they have ever shown. An official of the company in reviewing the style situation said the military effects would be strong sellers for some time to come as will also be the



PATENT, WHOLE FOX BAL., PATENT EYELET STAY, GREY OOZE TOP, SINGLE SOLE, FLANGE HEEL—BY EAGLE SHOE CO., MONTREAL.

over-gaiter style in women's shoes. More cloth tops than ever, he added, will be worn for fall, 1915. Patent leather will be seen frequently in the range of samples for the new season.

Chas. A. Ahrens Ltd., Berlin, report that their six representatives are taking out as fine a line for fall as have ever been presented to the trade. New lasts have been added in both the misses and men's lines, with several changes made during the past couple of seasons. The range



PATENT BUTTON, WIDE ROUND TOE, MATT TOP—BY JOHN McPHERSON CO., HAMILTON.

presented by the company from infants to men's embraces all up to date styles and fine fitting features, giving the concern a fine showing. In new lasts for men the company believe they have embodied everything that present day styles and common sense call for—good fitting qualities without any clumsy appearance. The new lasts have been adopted only after a long period of experimenting. In the misses' there is also a larger and fuller fitting last which possesses nice lines adding grace and beauty to the shoe. The

firm are of the opinion that dealers generally are calling for larger and fuller fitting lasts and that such a tendency evidences a good deal of common sense on the part of the consumer, showing a desire for a comfortable as well as a stylish boot.

The Part That Style Plays

Shoe merchants are coming to appreciate more and more each season the dollars and cents value to their business of style in footwear. An authority on shoe trade says: "It does not matter where the store is located." "Style is a dominant factor in the shoe business to-day," adds an exchange.

"We do not say that the very latest metropolitan styles should be the leading feature in the smaller country stores, but style is, nevertheless, even there the most potent factor for inducing consumers to purchase more shoes. Novelty and beauty, more than anything else, create the desire for possession. Even heavy work shoes are being manufactured to-day which are distinctly stylish and beautiful, as well as serviceable. These attract attention, are admired, and are purchased in preference to similar footwear made without those novel and attractive features.

"It is sheer folly for any shoe merchant to ignore the universal demand for style, not only because by catering to it he can build up a larger business, but because he can thereby work up a much more profitable one. The latest styles in demand command tiptop prices and bring 50, 75, and 100 per cent. profit to the retailer. We have known a stylish Colonial shoe bring the retailer 200 per cent. gross profit. It was not quality of materials or extra fine workmanship that brought the price. It was just the style that did it. The wise merchant welcomes style, puts himself in a position to supply it, and makes an effort to cultivate a taste for it among the people in his vicinity who are behind the times.

"It may astonish some of you to know that prior to the war thousands of women in Paris, the capital city of France, paid far greater attention to their footgear and hosiery than to their millinery, and that they are spending far more money on footwear and ornaments than on their headwear.

"The same is true in London, England, and in New York City. The style value of footwear is growing by leaps and bounds and the shoe merchant who ignores the fact had better quit business."

Bright Booklet for the Trade

"Millinery for Women's Feet" is the catchy title of an artistic brochure which has been issued by the Blachford Shoe Manufacturing Co., Toronto, to the trade. The illustrations, which are drawn from original models, are remarkably clear and distinctive and not only reveal the beautiful and graceful lines of the shoe as a whole but, in each instance, a view of the toe is presented as well. The firm have a thoroughly up-to-date "order now" department, and announce that lines not in stock will be made within three weeks. The various models include patent military lace bals with grey cloth, sand cloth, or black top cloth quarters, circular foxing, patent facing and fore part, which novelty in footwear is in insistent demand. Another smart model is a button shoe, with heart-shaped vamp, grey or fawn cloth top and plain, medium recede toe. A gaiter effect and other choice offerings in low and high cuts reveal dainty, snappy creations that are sure to please. The "prompt service catalogue" was designed and printed by the Acton Publishing Co., while

the splendid shoe cuts are the work of the art department of the SHOE AND LEATHER JOURNAL.

Breezy Notes from the East

W. M. Angus, who for fifteen years has been in the service of Ames - Holden - McCready Limited, in St. John, N.B., and for several years in the position of local manager, has left for Montreal, where he has entered upon his new duties as assistant general sales manager. Many friends will be pleased to learn of his promotion. Since



W. M. ANGUS, ST. JOHN, N. B.

assuming the management of the St. John office, Mr. Angus has developed the business of the company to a large extent, so much so that the former building occupied by them in Prince William Street was not sufficiently large to warrant the company's staying there, and a handsome new modern structure had to be erected. Mr. Angus' family will remove to Montreal in the early spring to join him and take up residence there. E. J. Fleetwood has been appointed acting manager of the St. John branch.

The leather manufacturing firm of H. Horton & Son in St. John, N.B., are busily engaged upon a contract for 600 sets of saddlery for the Russian government, the total cost of which will be about \$43,000, and work on which is now nearing completion. The order has been guaranteed for delivery by March 31. The sets of saddlery are of heavy material, and cost \$72 each. In addition to this the firm have been busy with orders from the British Admiralty, one for \$34,000 worth of equipment, and another for \$18,000, consisting almost entirely of saddlery.

The Moncton Leather Mfg. Co. Ltd., have received a contract from the French War Office, through Ottawa, for a supply of rifle buckets worth \$20,000. This company is one of Moncton's newest industries, having recently been incorporated with an authorized capital of \$30,000. A former order for rifle buckets apparently gave good satisfaction, and resulted in the second being awarded.

Manufacture of Leather Board

Most leather boards are understood to have a relatively small proportion of leather (for instance, 15 to 20

per cent. in their composition). The balance is composed of brown pulp and old paper of good quality. In some mills, instead of placing the leather cuttings in clean water, they are immersed directly in the vats with milk of lime, where they are left as long as two months, according to the quality desired. This class of board is often made on ordinary rolling machines.

In order to produce a board resembling leather and fit to use in soles, it should be passed several times through the sheeting machine. Frequently, however, a thin sheet of real leather is pasted on a sheet of leather board. Most leather board sold does not contain any leather—fish-glue, gelatine, wax or other substances being added to give compactness and wearing qualities, says Shoe Topics.

Military Honors for Leather Man

F. C. McCordick is widely known in Ontario as both a leather manufacturer and a military man. The specialty of his firm in St. Catharines for many years has been lace leather. He has been appointed to command the 35th Battalion, Canadian Expeditionary Force. This battalion is partly organized and training at the Armouries, being recruited from the regiments in Toronto. Lt.-Col. McCordick began his military career in 1897, when he joined the 19th Lincoln Regiment. Serving in the ranks and taking a commission in 1900 he reached promotion to Major in 1908, and three years later passed military staff course. He was subsequently made brigade major of the 4th Infantry Brigade with headquarters in Hamilton, and with Lt.-Col. E. E. W. Moore (now in England) as brigadier. In October last he joined Lt.-Col. J. I. McLaren of Hamilton and was appointed junior Major of his staff when the 19th Battalion, Canadian Expeditionary Force, was organized. This battalion of the 2nd continent is still at the Exhibition Camp, and Col. McCordick had been assisting Col. McLaren until last month when he was transferred to the command of the 35th Battalion as already announced. Canadian born, St. Catharines being the spot where he has lived all his life, Lt.-Col. McCordick has traveled from Sydney to Victoria, and has great faith in the future of the Dominion. He is proud to say that a greater portion of his battalion are Canadian than those of the former contingents.

In connection with his business career Lt.-Col. McCordick has been in the leather manufacturing line for twenty-five years. In 1900 he took over the business from his father, W. H. McCordick, who retired from it at that time. The latter, however, is now back again and managing affairs while his son is engaged in military service.

Exhibition of Much Interest

An exhibition of British manufactures will be held at the Agricultural Hall, London, England, from May 10th to May 24th next, with the approval of the Imperial Board of Trade. The exhibition will comprise the following trades:—Toys, fancy goods, earthenware goods, glassware, cutlery, electro plate, clocks, common jewellery, paper and stationery. The object of the exhibition will be to secure contracts on behalf of British manufacturers, from firms who have previously purchased such articles on the continent. Any buyers leaving Canada for the United Kingdom in time to see the exhibition, should communicate with the director, Board of Trade, British Industries Fair, 32 Cheapside, London, E.C., immediately on arrival. Advice of their names, together with the firms they represent, should be sent to C. Hamilton Wickes, British Trade Commissioner to Canada, 3 Beaver Hall Square, Montreal.

Put in a Pleasing and Striking Easter Window

Are you ready for the Easter trade? Have you everything about your store spick and span, bright and clean? Eastertide is always suggestive of new raiment from head to toe and next to the Yuletide season is perhaps the most profitable for the average shoe retailer, if he will devote a little attention and foresight in seeking to capture the trade. Practically every person is in the market for a new pair of spring shoes and the business man who is going to meet this demand for stylish, up-to-date footwear, is the one who makes special window displays, has his stock nicely arranged, puts out attractive advertising matter and brightens his premises with flowers, foliage, lilies, bunting and other decorative schemes. Show that you intend to get this additional business at Easter by putting in a suitable window trim.

The following is a suggestion which may be adopted at comparatively small expense and yet will give you a reputation for originality and effectiveness.

The egg shape panel should be cut out of half inch lumber and covered with white felt. An egg shape opening should be cut out of the upper part as in the sketch, and a spring design put in the opening. This canvas could be easily painted by the trimmer with a little talent in that line, or it could be made by a local man at a small cost. Large artificial Easter lilies should be used partly around

this, or if not used for Easter any kind of spring flowers would do as well.

The pillar and fence effect can be cut out of lumber in a shape as in the sketch or altered to suit the trimmer.

Make the upright pillar first and cover with white felt. Then make the part which lies flat on the bottom of the window and cover with white felt.

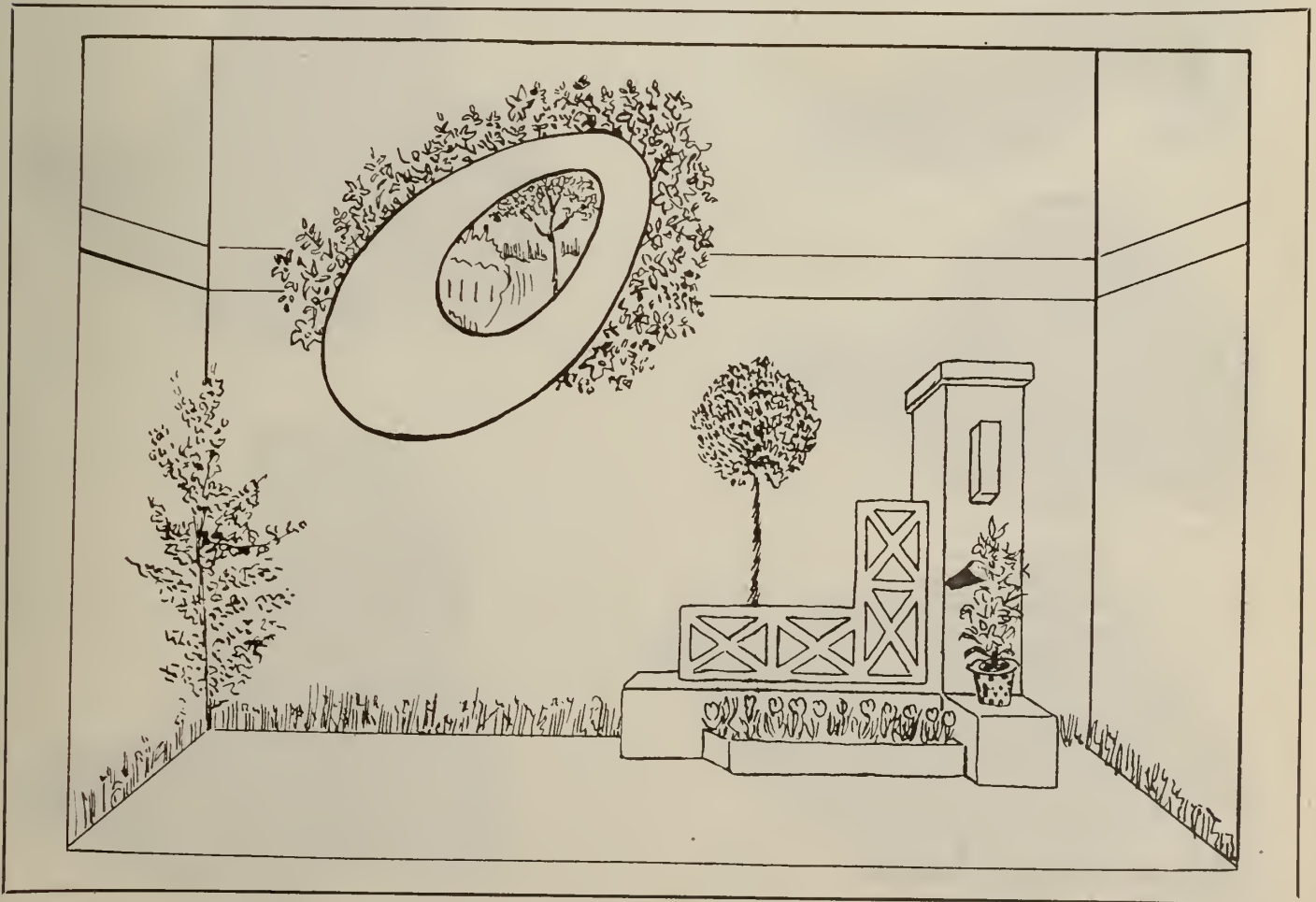
When this is done, make the box at the foot of the pillar the same width as the upright pillar, height to suit yourself, and cover this with royal purple felt. Then flower box should be cut out of half inch lumber and gilded; use tulips if possible in the flower box. All around the bottom of the window, ferns should be used to give a garden appearance. The tree in the background can be purchased from a firm selling artificial flowers or it could be built by the trimmer.

Take an ordinary branch, and have a round bulb the size wanted made of wire. Cover this bulb with muslin, and pin or glue on the flowers and leaves which you want this tree to represent, then fasten this bulb to the branch.

The little fence effect should be made of small strips of wood put together as in the sketch and then gilded.

On the box at the foot of the pedestal, a large artificial Easter lily in a jardiniere should be used.

Use light green felt on the bottom of the window, and drop a few leaves here and there to break the bareness.



Safety Association Organized

The Tanners' Safety Association with headquarters in Toronto, has been granted a provincial charter. The new corporation is without share capital and A. R. Lang of Berlin, A. O. Beardmore and A. R. Clarke of Toronto, Charles O. Shaw of Huntsville, and Hon. E. J. Davis of Newmarket, are the incorporators. The purpose and object of the Tanners' Safety Association is to promote and carry on the work of prevention of accidents in tanneries and in any other industries which may for the time being and from time to time be assessable by the Workmen's Compensation Board in the same insurance group as tanneries and generally to represent employers engaged in such industries in connection with the administration of The Workmen's Compensation Act.

The Damp-Proof Shoe Bottom

The shoe may not be all waterproof, as then it would have to be air proof, which is impractical and unhealthy, but the bottom should be damp proof. There is no better method than the filling method, with the proper filler.

The filler must always be packed down hard and solid. Most shoemakers are liable to think that as long as the filler is applied it will do the intended work, but such is not the case, especially in a welt shoe. The best filler should be

used and carefully applied. This operation is deemed so important in most of the Brockton shoe factories as to require the work of a man and not of a boy. The filler called "Besto" is second to none for the purpose of making the bottom damp proof and permanently resilient.

Fill in the shank and even the heel seat of the shoe, and if you would only use a steel shank-piece, Mr. Repairer, what a benefactor of humanity you would be! The old shoe needs such a thing, if any shoe does. Tack it in solidly at the heel-end and at the shank nothing better than hot tar, or, better still, a stitch or two will hold the shank in position as long as the shoes are on the wearer's feet. The solid leather shank-piece is superior to any, but costs too much and requires too long to shape, says an exchange.

"Maiden Speech" Well Received

F. S. Scott, who was recently elected Member of Parliament for South Waterloo, and is president of the shoe manufacturing firm of Getty & Scott, Limited, Galt, Ont., has made his "maiden speech" in the Commons. He received congratulations from both sides of the House on his splendid effort. "Mr. Scott created a distinctly favorable impression, has an excellent voice and an attractive parliamentary style, and will make one of the best debaters in the Government ranks," is the tribute of a leading paper opposed to him politically.



SOME
LEADING
LINES
BY
CANADIAN
CONSOLIDATED
RUBBER
CO.

The advertisement features a collection of footwear arranged in three rows. The top row shows a single black leather dress shoe with a low heel. The middle row displays a pair of black leather chukka boots with laces. The bottom row consists of two pairs of black leather shoes: a pair of dress shoes on the left and a pair of taller, lace-up boots on the right. The central text is positioned between the middle and bottom rows.

What is Being Gained by the Army Shoe Inquiry?

Unwarranted Reflections Cast Upon Shoe Manufacturers of Canada Both as a Class and as Individuals—
Sensational Reports Would Lead People to Think that Trade was Composed of Novices or Knaves

Is it not about time for someone in Cabinet circles at Ottawa to whisper a word of wisdom to the ruling powers in connection with this military boot investigation?

Where is it getting us? What is being accomplished? If present methods are continued by the investigating committee when will they conclude their sittings and deliver a verdict that will be more informative of conditions surrounding the military boot contracts or calculated to show more conclusively who is or who are to blame?

That someone erred nobody doubts. But surely it is evident ere now where the fault lies, and only needless harm will be caused by a long-drawn out investigation expensively conducted.

Were one to deliberately plan a means of harming one of Canada's large and growing industries it would not be possible to do it more effectively than are those doing who are responsible for the wide publicity given the investigation of the military boot contracts. Numerous newspapers are featuring the reports of the investigation in such a manner as to lead Canadians and people of other countries to believe that our shoe manufacturers are novices at their business and knaves and grafters as well. How unfair, how utterly unpatriotic and unjust this is!

What Is There to Hope for?

Consider the facts and stop for a moment to think! When the contracts let by the Government are divided so as to apportion to each factory its share the individual orders are pitifully small to cause manufacturers to risk their reputations—more, to sell their souls! True, there are a few factories which received rather large consignments, but then, were they such large orders when the size is compared with the annual outputs of the concerns? And the larger the concern the more at stake, and less reason to trifle with their reputation, or their honor.

To get another view of the matter place yourself in the position of the manufacturer who gets a rush order from the Government, an order accompanied by definite specifications and a sample shoe to serve as a model. The manufacturer, an expert in his line, sizes up the specifications; he knows the markets; he knows how good a shoe can be made for a certain price; if it is left to him he can give the best possible value for that price. But he is called upon to follow the specifications; he is not asked to utilize his knowledge to the best advantage of the purchasers but only to the extent of following specifications. And in some respects it is absolutely impossible to adhere to specifications. He can only follow orders as far as possible and then, after getting permission, deviate from specifications, as approved by the purchaser. No manufacturer can do his best work under these conditions, yet every manufacturer, who deserves the name Canadian, would endeavor to do his best under such circumstances.

Anyone acquainted with the shoe manufacturers of Canada will realize that they are not as a class or individually the type that would sell honor, country and business integrity for a paltry few hundreds or thousands of dollars.

Suggestions Met with Cold Reception

There is not a type of business men in the country who are better Canadians, more loyal subjects, or more unselfishly anxious to do their share in the present crisis. It is common talk in shoe circles that a number of our best shoe manufacturers were willing and only too pleased to place their knowledge and experience at the service of the Government without direct or indirect reward when military boots for the Canadian soldiers were being arranged for.

It is also common gossip that a number of manufacturers who felt impelled to volunteer practical suggestions met with a cold, not to say discourteous, reception. In, at least, one case the manufacturer, besides being a practical shoeman, was a South African veteran and was acquainted with normal active service conditions affecting army shoes.

It is known further, that when orders were placed, some manufacturers who criticized the specifications because they did not seem, in the light of their experience, practical, were told to follow specifications and never mind making, any suggestions; if they did not want the business, say so.

Surely it is time these things were well understood by everyone interested in this investigation, and if understood, why not reach a conclusion and put an end to the unfavorable advertising Canadian shoemakers are getting.

THE SHOE AND LEATHER JOURNAL directs the attention of the newspapers and of the government to the tremendous damage a continuation of the present treatment of this investigation will work. Not only the manufacturers who made army shoes, but all shoemakers will suffer, and that is not justice.

Have Stood the Test Thoroughly

To give just a glimpse at another angle of the army shoe discussion, space is given the following from the Fredericton Gleaner. (Incidentally the clipping was not sent to us by the manufacturer):

"The Strathcona model shoe made by the Hartt Boot & Shoe Co., of this city, for active service use of military men, has stood the most severe tests and will be generally used by Canadian officers in the trenches in Northern France.

Major W. W. Melville, of Carleton County, who is in command of No. 1 Company of the Divisional Engineers of the Canadian Expeditionary Force, is one of the officers who have been using the Hartt Company's Strathcona shoe, and in a letter just received by the company, he acknowledged receipt of a new pair of boots just before leaving for the front and also speaks of the satisfaction they have been giving.

"Ever since he went to Valcartier Camp for training last fall Major Melville has been wearing these Fredericton made shoes and has found them eminently satisfactory during his entire stay at Salisbury Plain when the mud was knee deep, and in his work, with the Engineers, he had to be in the deepest of it all. His letter follows:

North East France, 16-2-15.

The Hartt Boot & Shoe Co., Ltd.:

Your shoes or boots received O K. They are fine, the best ever, and I must say they are more than worth the money.

I am enclosing a check for the amount with exchange.

They arrived at a very good time, just as I was leaving the base for the trenches. A number of officers have seen them and you may have a number of orders soon for the same class of goods.

Thanking you.

Yours,

W. W. MELVILLE, Major, C.E.,
V.C., 1st C. C. E.

In conclusion, the SHOE AND LEATHER JOURNAL would venture the remark that, were all the facts known, it would be shown that numerous manufacturers actually lost money on the government orders through trying to give the best shoe possible for the price and following the specifications furnished. This often meant substituting better material than called for because specified goods were not available,

AMONG THE SHOE MEN.

J. Wiesel, of St. John, N.B., was in Montreal last week. Fred. J. Grant, shoe dealer, Toronto, has assigned to N. L. Martin.

R. Pearce, shoemaker, of Innisfail, Alta., has started in business.

J. H. Salter, shoe dealer, of Hagersville, Ont., has sold out.

The assets of D. R. Dufort, shoe retailer, Montreal, will be sold.

J. B. Douglas, Calgary, was in Montreal, Quebec and Toronto recently.

H. Martin, shoe repairer, Berlin, has moved into new and larger quarters.

C. R. Teetzal, of Geo. G. Gales & Co., Ottawa, spent a day in Montreal last week.

D. McDougall is opening a new boot and shoe business in the Livingstone Block, Forest, Ont.

P. I. Hersey, of Regal Shoe Co., Boston, was in Toronto last week on a business trip.

C. Sterling, of Sterling Bros., Limited, London, was in Montreal and Quebec recently.

W. V. Eccleston, of the T. Eaton Co., Toronto, was in Montreal and Quebec during the past week.

D. McDougall is opening a new boot and shoe store in the Livingstone Block, Forest, Ont.

H. Breslin, formerly of Oshawa, has purchased the shoe business of S. E. K. Walker, Port Hope.

E. E. Donovan, of E. T. Wright & Co., St. Thomas, Ont., was in Toronto last week on business.

Elmer Davis, of A. Davis & Son, Kingston, was in Toronto and other cities on business last week.

J. S. Townsend, of Hamilton, was a visitor in Montreal factories during the early part of the month.

E. S. Hunt, of the C. N. W. Shoe Co., London, spent a few days in Toronto this week on business.

Casselman & Thompson, Limited, retail shoe dealers, Montreal, have gone into voluntary liquidation.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, was in Montreal and Quebec last week.

F. H. Meinzer, of the Miner Rubber Co., Montreal, spent a few days recently in Toronto and Cleveland.

E. T. Jacobi, of Toronto, has returned from a business trip to New York, Boston and other eastern centres.

W. J. Detweiler, shoe retailer, of Sault Ste Marie, Ont., recently spent a few days among the trade in Toronto.

J. A. McLaren, of McLaren & Dallas, Toronto, was a caller on several Montreal and Quebec manufacturers this

week. His many friends will be pleased to hear that he has entirely recovered from his recent illness.

J. E. Pare, of Dufresne & Locke, Maisonneuve, was on a special trip to Toronto during the past week.

Fire from an over-heated stove broke out in P. Hector's shoe store, Winnipeg, recently, doing about \$500 damages.

R. B. Wanless, of Coates, Burns & Wanless, London, was in Montreal on business during the middle of March.

H. W. Algeo, of the U. S. M. Co. of Canada, Montreal, has returned from a trip to Toronto and Western Ontario.

J. E. Warrington, of the John Ritchie Co., Quebec, spent a few days in Montreal and Toronto last week on business.

All British Columbia troops will wear boots manufactured in that province and made by the J. Leckie Co., of Vancouver.

David Johnston, of George G. Lennox, wholesale shoes, Winnipeg, was in Toronto, London and other cities last week on business.

J. A. Sharpe has been appointed representative of the Eagle Shoe Co., Limited, Montreal, in the territory west of Toronto.

J. Grant, who represents the Slater Shoe Co., Montreal, in the Ottawa Valley and part of the West, is leaving this week on his fall trip.

N. F. X. Dufresne has returned from New York and Atlantic City, where he has been visiting during the past couple of weeks with his family.

R. W. Ashcroft, publicity manager of the Canadian Consolidated Rubber Co., Limited, Montreal, was recently on a business trip to New York.

Fire broke out in the basement of the Wilkinson Shoe Store, Windsor, Ont., the other evening, but was extinguished before much damage was done.

J. S. Ashworth, Toronto, Canadian manager for Sir H. W. Trickett, Limited, Waterfoot, England, spent a few days in Montreal this week on business.

J. A. Struthers, of the Regina Trading Co., Regina, was in Montreal and Quebec recently. Mr. Struthers also stopped off at Toronto while in the east.

James A. Niles, of St. John, N.B., who was formerly in the shoe business in that city, died recently in Lynn, Mass., where he had resided for a number of years.

It is announced that the stock of Borbridge Foot-Fitters, 82 Dalhousie street, Brantford, will be offered for sale by Suckling & Co., 76 Wellington street west, Toronto, on March 24th. The general stock of boots, shoes, rubbers,



A FEW ATTRACTIVE LINES OF "INDEPENDENT" RUBBERS BEING SHOWN BY JAMES ROBINSON, MONTREAL.

trunks and valises is valued at \$10,500, and the United Shoe Machinery Model N. 22 repair plant, with fixtures, furniture, etc., at \$2,000.

F. J. Boyden, superintendent of the Slater Shoe Co., Limited, Montreal, has returned from New York and Boston, which places he visited in connection with style matters.

The stock of boots and shoes, dry goods, etc., of N. G. Wilson, Vittoria, Ont., who assigned to McLeod Tew, will be sold en bloc by auction in Toronto on March 24th.

A Hamilton despatch says that the John McPherson Co., of that city, has recently received an order for 6,000 pairs of boots, to be made at once and shipped to the War Office.

The Maple Leaf Shoe Repair Shop has opened in the Brigham Block, North Battleford, Sask. It is understood that Mr. Butler, who is the proprietor of the shop, will open a retail store.

Frank E. Wilson, shoe dealer, Midland, has made an assignment to McLeod Tew, Hamilton. The liabilities are estimated at about \$16,000, and the assets it is understood, are about the same.

The shoe stock at 103 King street east, Hamilton, formerly owned by Squires & Dickenson, has been purchased by E. H. Dickenson at 50c. on the dollar, and a clearing sale is now being held.

The Canadian Consolidated Rubber Company, Montreal, have declared a regular quarterly dividend of one and three-quarter per cent. on the preferred shares of the capital stock of the company.

H. & C. Blachford, Limited, have removed from 114 Yonge St. to their handsome and splendidly appointed new shoe store at 268-288 Yonge St., Toronto, which is 150 feet deep by 30 feet wide.

C. F. Rannard, of the Rannard Shoe Co., Limited, Winnipeg, was re-elected treasurer of the Winnipeg Branch of the Retail Merchants' Association of Canada, at the annual meeting held recently.

Frank Wilson & Co., Limited, Midland, Ont., dealers in boots and shoes, clothing, men's furnishings, etc., have made an assignment. The stock will be sold en bloc by auction in Toronto on March 24th.

George A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, recently paid a business visit to Boston, New York and other eastern shoe centres, picking up the latest information and ideas on styles.

United Last Co., Limited, with headquarters in Maison-neuve, and a capital stock of \$250,000, has been federally incorporated. The company will manufacture lasts, trees, forms, dies and patterns of every description.

Geo. P. Zeigler, formerly with the McKellar Shoe Co., Berlin, has taken a position on the traveling staff of Chas. A. Ahrens, Limited, Berlin. L. S. Waldren, formerly with Sterling Bros., of London, has also joined the selling force of Chas. A. Ahrens.

Fred P. Beemer, of Toronto, will handle the lines of the Blachford Shoe Mfg. Co., Toronto, throughout the Prairie Provinces during the coming season in addition to the other lines which he has represented for some years on that ground.

George Findlay, 23 North MacNab street, Hamilton, has bought the shoe stock of Squire's & Dickenson's North James street store in that city at fifty cents on the dollar, and is now conducting a clearing sale of the goods.

United Shoe Machinery Co. of Canada, Limited, with headquarters in Maisonneuve, Que., has been granted a federal charter, with a capital stock of \$1,000,000. The incorporators include F. W. Knowlton, Canadian manager of the company, and others.

The suit of the U. S. A. Government to dissolve the United Shoe Machinery Corporation on the ground that it

was an illegal monopoly in restraint of trade, has been dismissed by the United States District Court at Boston. This is a great victory for the U. S. M. Co.

A new sprinkler system has been installed throughout the Brandon shoe factory in Brantford, Ont., ensuring safety and protection. Mr. Brandon reports that business is very good at the present time and that their special twenty-one-day delivery system has taken well with the trade.

The Invictus shoe agents throughout the Dominion are holding an "Invictus week" from March 29th to April 3rd. A special gift of this make of shoe has been allotted to each province as a prize for the best window display, which will be awarded to the dresser of the window, who must send in his name along with a photograph of the special trim.

W. C. Crawford, general merchant, of Tilbury, Ont., has assigned. The Crawford business was one of the largest retail establishments in western Ontario, and has been conducted for many years under the present management. It is understood that the liabilities are about \$75,000, while the stock is valued at \$50,000, but there are other assets as well.

H. E. Wettlaufer, sales manager for Chas. A. Ahrens, Limited, Berlin, has gone on an extended trip to Cuba, the Southern States and the Panama Pacific Exposition, after which he will travel up the coast to Vancouver, returning home by way of the prairie provinces. Mr. Wettlaufer will be assisted in his selling expedition in the West by T. C. Murray of Prince Rupert, who is covering northern British Columbia.

It is reported by some shoe manufacturers that there is a great scarcity of fawn, grey, putty and sand cloths which are now so extensively used and so popular in shoe toppings. Certain manufacturers have had to substitute other hues in order to meet the insistent demand for military bals with colored quarters. It is also said that the midget eyelet, which is seen on a large number of samples, is difficult to obtain and several factories have run short of them.

Regarding the new duty placed on hides and raw materials, A. R. Clarke & Co., Toronto, report that this will effect their product considerably. They import a great many hides and practically all their tanning materials come from abroad. They have increased their price on patent leather two cents

LEADING SHOEMAN DROPS DEAD



Many friends in the trade will learn with deep regret of the death of Fred Kibler, shoe retailer of Berlin, Ont. While walking to his store on the morning of March 13th, he suddenly expired, death being due to the bursting of a blood vessel. Mr. Kibler had been in poor health for several weeks, but had apparently recovered and was attending to business as usual. He was in his sixty-third year and was a native of Huron county. Engaged in the footwear line practically all his life, he began in Zurich and later carried on business in Brampton and Listowel before locating in Berlin some three years ago. Mr. Kibler is survived by a wife, four sons and three daughters. He was first vice-president of the Ontario Shoe Retailers' Association which was organized a few years ago, and took a great interest in the work and undertakings of the Retail Merchants' Association, of which he had always been an ardent supporter. He was a frequent visitor to the trade in Toronto and his genial, kindly disposition will be much missed, for Mr. Kibler was a man for whom every one had a good word.

FINDS THE JOURNAL RELIABLE

"Enclosed please find \$1.00 in renewal of my subscription to The Shoe and Leather Journal for another year. I greatly value your paper, as it contains much reliable information."

Yours truly,

Arnprior, Ont.

G. H. Devine.

VETERAN TRAVELER'S APPRECIATION

"Enclosed please find \$1.00 for another year's subscription to The Shoe and Leather Journal. I must say that I am mighty well satisfied with your paper, and you are certainly giving great value in each number."

296 Glen Road, Toronto.

D. R. Hawley.

A GOOD INVESTMENT

"Enclosed you will find express order for one dollar in payment for Shoe and Leather Journal, which I consider a good investment."

Yours truly,

Galt, Ont.

NEILL SHOE STORE.

a foot all round and expect in a short time that it will be necessary to make another advance. Hides are very high and the high grades of patent leather rather scarce.

Recent Boston advices say: The domestic upper leather business has been particularly hard hit by the craze for fabric tops, particularly in women's shoes. Patent leathers are going pretty well, however, as they are being used extensively in connection with the cloth tops. The upper leather tanners' salvation has been the big demand from abroad for heavy upper leather. On this they have made excellent profits, but they have suffered in other departments very severely.

A new publication known as "The Shoe Repair Shop," has made its appearance, being issued by the Jackson Publishing Co., of St. Louis, Mo. The paper will be printed monthly and its mission will be to encourage the establishing of a repair department by general shoe dealers and also to encourage a wider installation of what are commonly known as "quick repair outfits." The publishers claim that it will be the only trade journal devoted exclusively to the shoe repair industry.

The C. N. W. Shoe Co., of London, have now a strong selling staff, who are meeting with splendid success on the road. E. B. Snow, of Moncton, is covering Quebec and the Maritime Provinces, R. T. Tobin, of London, is looking after Eastern Ontario and the Ottawa Valley, J. Crotty, Northern Ontario, Cobalt and the "Soo," and H. L. Schott, South-western Ontario. The Prairie Provinces are being attended to by Bernard Saunders, who is well known throughout that section of the country.

Peter A. Doig, for the past year and a half in charge of the leather department of Fisk, Limited, Montreal, has been appointed sales manager of Star Shoe, Limited, in that city. Mr. Doig has entered upon his new duties and many friends will wish him every success in his responsible position. For some years he was a representative of A. R. Clarke & Co., leather manufacturers, Toronto, selling their lines in various parts of Canada.

As announced in a previous issue of the SHOE AND LEATHER JOURNAL, Johnson & Murray of London, have

taken over the shoe business of J. Houston & Son, in St. Thomas, Ont., who have been established in that city for the past six years, having bought out Stephen Pocock in 1909. Asked as to his plans, Mr. Houston, who has been one of the most esteemed merchants in St. Thomas, replied that he would take a long rest for the present. The new firm of Johnson & Murray have taken possession.

An electric shoe repairing outfit has been installed in the Foster shoe store in Medicine Hat. The repair department has been moved to the front of the store and is enclosed in glass where the operation of the new installation can be observed. Mr. Foster calls his establishment the "Store of Progress" and, during the past two years, it has been enlarged several times. He devotes special attention to the repair branch and finds it a profitable and trade bringing adjunct. Sandy Higgins is in charge of this branch and is an adept at the business.

J. A. E. Snider has opened up at 1474 Yonge street, corner of St. Clair avenue, Toronto, and has named his new establishment the "Deer Park Shoe Store." He has put in a representative and up-to-date stock. Mr. Snider has had many years experience in the footwear business, having been connected with Haines & Lockett, and latterly with J. J. Haines, in Belleville, for fourteen years, and then as a traveler with the James McCready Co., and the Ames-Holden Co. for seven years, so that he possesses a thorough, well rounded insight.

The North British Rubber Co., Limited, whose factories and head offices are in Edinburgh and whose Canadian head-

NEW ARMY SHOE FOR CANADIANS

Here is an excellent illustration of the new sample of welt shoe, made some time ago at the request of the militia authorities. The samples, twenty-two in number, patterns and parts, were turned out by the John Ritchie Co., Quebec, in accordance with specifications prepared by experts, after a conference with the Ottawa authorities. So far, no new contracts have been let to Canadian firms on the present sample, but it is presumed that these may be allotted as soon as "the investigation," now in progress at Ottawa, is concluded. The new shoe is made out of black winter calf, being in three pieces only. The vamp and tongue is one



piece, the quarter in one piece, and the foxing one piece. The counter is snugly placed between the quarter and the foxing, the quarter extending to the sole. There is a ten gauge outsole, an eight gauge middle sole and a seven gauge insole. The outsole is quilted with nails which merely extend through the sole and are driven by means of a special device attached to the loose nailer. A pony horse shoe plate of steel is used on the heel. It may be added that the boot has seven eyelets and is modeled after the French army boot.

quarters are at 43 Colborne street, Toronto, under the management of E. L. Kingsley, have sent out to the trade a very attractive calendar. The background is formed by draping Union Jacks and in each corner is a heraldic device emblematic of Royalty. In the centre are the words "The North British Rubber Co., Limited, The Largest Rubber Manufacturers in the British Empire." At the bottom of the calendar is a pad on which every day and date stand out in bold relief on the removable sheets.

John J. Tilt, 169 Balmoral avenue, Toronto, has been appointed Western selling representative for the Brandon Shoe Co., Brantford, Ont. Mr. Tilt, who has had an extended experience with the T. Eaton Co., Royal Shoe Co., H. & C. Blachford, and other Toronto firms, is now covering the Prairie Provinces, in the place of Frank Mercer, who was taken ill a few weeks ago very suddenly and was unable to undertake the trip. The many friends of Mr. Mercer will regret to learn that he will have to retire from the road for a while. He left recently for his home in Norwalk, Conn., where he will spend some weeks endeavoring to regain his former good health.

Many retailers selling Am-Bri-Can shoes, which are handled by the American-British-Canadian Distributors, 310 Yonge street, Toronto, are offering a prize of these shoes free to the man who writes the best newspaper advertisement for this high class footwear. The winning advertisement in each case will be published in the local paper, and the space used must not be more than four and a quarter inches wide by six and a half inches deep. Competitors must have purchased, or purchase when they hand in their attempts, at least one pair of Am-Bri-Can shoes and the decision of the proprietor is to be final. Some dealers are offering consolation prizes as well in order to stimulate interest in the competition.

At a meeting of the shareholders of the Canadian Consolidated Rubber Company held recently, the directors were authorized to issue an additional 10,000 shares of preferred stock, to be allotted to the present shareholders of the company at par. The directors were also authorized to issue the 200 shares of preferred stock already authorized, but unissued up to the present time. In referring to the necessity for additional capital, D. Lorne McGibbon, who presided said that the rapid increase in the business of the company had made this increase necessary. He said that he had discussed the advisability of such a step with a number of the largest shareholders and they had agreed to take their allotment of the new issue.

CLAIMING SHORTAGES—DOES IT PAY?

"Retailers say that jobbers are often mean and take an unfair advantage of every critical situation that arises and press customers too closely for a settlement," remarked a western jobber the other day, "but I can give you some examples of treatment at the hands of retail houses that makes me sometimes despair of honesty in human nature or the hope of ever finding certain firms doing the square thing.

"Not long ago an eastern house (which is well rated and has done business for several years) made inquiries from me for a line of hockey boots. I sent them at their request thirty pairs of women's, fifteen of misses', and sixty pairs of men's, boys', and youths'. The firm is well known, had an excellent reputation for prompt settlement and I fancied that I had opened up an agreeable and profitable account. Imagine my surprise next day when I got a letter from this firm stating that the goods had arrived, and also the invoice, but that in the men's there was one pair shy. They also sent back one of the women's hockey boots, complaining that

the leather was too light, and asking for a reduction of 25 cents on each pair, which, on 45 pairs (the goat selling at \$1.50 and the calf at \$1.95), would amount to \$11.25, or more than our profit on the whole transaction, for we were not clearing 25 cents a pair.

"Now I will admit that the woman's shoe which was returned, was a little light on the inside quarter, but it would never have been noticed. I do not think another one could have been found like it in a day's search. I tell you I was mad when I got this note asking for a rebate and also claiming that there was a shoe short in the men's and boys' supplies. I immediately replied asking them to re-ship the whole consignment of women's and misses' hockey boots to us.

"This evidently was a counter move that they had not expected, and the firm sent back the fifteen pairs of misses', keeping the thirty pairs of women's. They even asked us then for a reduction of 25 cents a pair on the balance. If we had granted this 25 cents on the forty-five pairs, it would have meant eliminating our profit altogether on the transaction and if we had acknowledged one short out of fifteen pairs of men's, all the margin on that fifteen pairs would have been eaten up. The men's sold at \$2.75 and \$2.00 and the boys' at \$1.75 and \$1.50, these being the wholesale figures.

"I am perfectly certain that there was not one pair shy in the sixty pairs that we shipped in men's, boys' and youths', as we double check our shipments. However, there was nothing to do but make the allowance. But I have had my eyes opened since, and you can bet your last dollar when I sell that firm again I am going to announce on the invoice that these goods are triple checked, and if not in accordance

WILL PRESIDE FOR ANOTHER TERM

Alexander Brandon, managing director of Brandon Shoe Co., Brantford, has again been honored by his confreres in being elected chairman of the Ontario Boot and Shoe Manu-



facturers' Association at the annual meeting which was held recently in Toronto. This is the third time that Mr. Brandon has been chosen unanimously for that position, which speaks well for his administrative capacity.

Something New!



PRICE:—

8 in. \$6.00 Doz. 10 in. \$7.00 Doz. 12 in. \$8.00 Doz.

Individual Glass Shoe Stands

Here is the very latest display fixture—most attractive window shoe stand on the market—will not tarnish—a rub with a damp cloth now and then keeps it shining.

A real sales-help that shows off the fine qualities of the shoe—you should order a few at once for Spring style displays.

WE CAN ALSO SUPPLY

Standard with Cross Bars, for Glass Shelves, to Build or Dress up Rear of Window, at the following prices, viz:

8 inch	- -	\$6.00 Doz.
10 "	- -	7.00 "
12 "	- -	8.00 "

L. H. Packard & Co., Limited

Canadian Distributors:

Packard Building - - Montreal

with the invoice, to notify the transportation company of the missing property, as, when leaving our establishment, there was the full complement. I will compel these people to make direct claim after this to the carriers instead of to the consignor.

"Strange to say, a brother shoeman from the west dropped in the other day and I started to tell him about selling this particular firm some hockey shoes. I had just begun



MILITARY BUTTON BOOT,
PLAIN RECEDE TOE, FAWN
TOP, HAIR CLOTH BOX, ONE
OF THE SEASON'S NEW
OFFERINGS.

my narrative when he came out flat-footed with the information: 'But I do not wonder; I know what is coming. You have had all sorts of trouble with this firm. They seem to think their money is better than that of anybody else, since they are in a pretty strong financial position, and that jobbers should 'kow tow' to them as being slightly superior to the average dealer.

"Then again, the firm are all the time after allowances and claiming shortages. In fact, they have worked up quite a reputation for this, and their name is getting to be known all over. This is a characteristic that is anything but commendable, and the wholesale houses are getting wise to such tactics. Any arrangements entered into now are of such a cast iron nature that they will not in future be able to ply their tricks.

"'But,' remarked the speaker, 'it is strange that two of us casually chatting here should have the same experience with this firm. I know the dodge of being after allowances or rebates and claiming shortages is old, and has been tried successfully in the past. However, it can only be worked to a certain limit, and reacts in time.'

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents.
Cash must accompany all orders.

MEN'S LINE WANTED

A thoroughly experienced shoe traveler, covering Canada from coast to coast twice a year, and calling upon the wholesale trade with a superior range of women's, would like to handle a first-class line of men's or boy's shoes. Best of references furnished and all communications treated confidentially. Correspondence invited. Box 97, SHOE AND LEATHER JOURNAL.

FACTORY TO LET—In Levis, near Quebec, building 2,200 feet flooring, 4 storeys, with electrical wiring for light and power, shafts, hoist, steam heating apparatus, transportation facilities at the door, no taxes and ample skilled help on hand. Address, C. Blouin, St. George street, Levis, Que.



MAKERS OF

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

Write us for further particulars

L. GAUTHIER & CO. - Quebec

**THE
WM. A. MARSH CO.
LIMITED**

*Manufacturers of
Fine Boots and Shoes*

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, Qu

TRIBUTE PAID TO QUEBEC FIRM

W. D. Bennett, of Boston, Mass., who is vice-president of the National Shoe and Leather Market Fair, recently paid a visit to Quebec, and in a bright article in his paper, "Hide and Leather," makes the following appreciative reference to a progressive Canadian house:

"In our issue of February 27, appeared an article regarding Canadian trade conditions, in which we spoke of American superintendents who were making good in Canadian shoe factories. Prominent among these is W. P. Francis, well known in the United States, where he formerly was connected with leading manufacturers of high-grade shoes, such as the Emerson Shoe Co., N. R., Packard and others.

"Mr. Francis has not only superintended the manufacturing of shoes but has sold them on the road, having traveled through the West, where he is well known among leading buyers. It is not unlikely that Mr. Francis will be showing some of his Canadian samples to his old friends in the United States before long.

"Mr. Francis is now vice-president and managing director of The John Ritchie Co., Ltd., well known shoe manufacturers of Quebec. John Ritchie, one of the veteran shoe manufacturers of Canada, and founder and formerly head of the firm, has retired from active business and is now at Riverside, California. Mr. Francis has won the distinction for his firm of securing an order to make up twenty pairs of sample shoes for the Canadian army and to furnish complete shoes as well as the various parts to each manufacturer who will be given orders for these army shoes.

"Quebec is proud of the fact that the making of these patterns has been placed with a factory in that city. Quebec is progressing, however, in other lines as well as in army

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.



"Made-in-Canada"

F. BLOUIN, REG.
CORNER OF COLOMB AND NELSON STREETS : QUEBEC

shoes, and Mr. Francis has incorporated many new styles and snappy lasts into their samples. They make practically everything in men's wear from high-grade dress-shoes to hunting and riding boots. They have recently added a line of high-priced men's fine shoes to retail at \$6.

"Mr. Francis came to The John Ritchie Co. a year ago and has made excellent progress. Up to four years ago, The John Ritchie Co. made 90 per cent. McKays. Now they are making all welts.

"J. E. Warrington, secretary and treasurer of The John Ritchie Co. is well known in the Canadian shoe and leather trade and has been with this concern for the past four years. He is a very capable financial manager.

"Visitors to the factory are treated with courtesy and hospitality, and made to feel welcome."



Wear Will Win

You don't come across a man who is indifferent to the wearing qualities of the shoes he buys.

The average man wants a shoe that is not only neat and comfortable, but that will also give good wear.

The Williams Solid Leather Shoe

is the shoe that combines all three qualities—Style, Comfort, Wear.
Just look over the sample line our salesmen are now showing for Fall, 1915.

Williams Shoe, Limited
BRAMPTON ONTARIO

Made - In - Canada

"The Shoe that
made Brampton
Famous."

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.

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

RUBBER RECLAIMING PLANT OPENED

The Canadian Consolidated Rubber Company, Montreal, have re-opened their rubber reclaiming plant and one hundred men are employed in the new work. This step has been taken owing to the extra tariff imposed on reclaimed rubber, which amounts to 7½ per cent. and to the fact that Canada has been importing an enormous amount of rubber every year. For the twelve months ended December 31st

last, rubber goods to the value of \$4,500,000 were imported for Canadian use. The chief competitive lines among these imports were rubber clothing, automobile tires, and reclaimed rubber. In nine of the twelve months of last year, that is from March to December, tires to the value of over one million dollars were imported; \$587,000 worth of waterproof clothing and nearly \$500,000 in reclaimed rubber also entered this country. Five thousand tons of old rubber was collected in all parts of Canada and shipped to United States plants to be reclaimed. The new work at the Canadian Consolidated Company's local plant, it is claimed, will mean practically the complete cessation of imports of this character, as the machinery installed will enable the company to reclaim the rubber at as low, if not lower, cost than similar work is being carried on in the United States. The company do not expect to use all the reclaimed article but will offer a price list to other rubber manufacturers in this country. The plant is the only one of its kind and size operating in Canada, and if the demand in the Dominion is found large enough it will be followed by a similar plant at the company's Granby works.

Clayton S. Corson, of the Regal Shoe Co., Toronto, has returned from spending a few days in Boston and other Eastern centres on business.

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



For real solid wear, vat tanned Hemlock Sole is the cheapest thing on the market today. We have not yet advanced the prices of Taps and will still accept orders for early delivery, on the old list.



Our Specialities :
Hemlock and Oak Sole Leather.

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN - - - ONTARIO

STITCHDOWN SANDALS

MADE IN CANADA



Trade Mark
Mayer

Made to wear
Goodyear
Stitched
Staple Reinforced

Your best guarantee for non-ripping

OUTDOOR SPORTING
SHOES - INQUIRE
FOR PRICES.

Th. Mayer, 624-626 St. Paul St., Montreal

THE

"HAPPY MEDIUM" SHOE

There are shoes and shoes. In the construction of one class of shoe, the comfort idea predominates to the exclusion of style and smart appearance. Other shoes are manufactured on narrow, tight-fitting lasts—in this case the foot has to mould itself to the shoe and not the shoe to the foot.

Oberholtzer Shoes embody the comfort of the one and the neat appearance of the other. The result is an ideal shoe that pleases the eye as well as the foot.



G. V.
Oberholtzer
Co.

BERLIN,
ONT.

M. 5484

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
Robson Leather Co.
LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box
Sides, Velours Sides, Gun
Metal Sides, Heavy Storm
Leather of all kinds in
Chrome and Combina-
tion Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

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

If
you want the
best material
and workman-
ship ask for



No. 14—10 in. leg

**John Bull
Larrigans
and
Leggins**

Made by

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

Kant Krack

Dainty Mode

Rubber Footwear

No more uncertainty

about rubber quality. That's a thing of the past since we introduced into Canada the New Process "Pressure Cure" in the manufacture of heavy rubber footwear.

Get in touch with some of our selling representatives, and see what this new idea can do towards giving more satisfaction for the money to every person that buys rubber footwear in your store.

Everything in Rubbers

from the lightest toe rubber for ladies to the heaviest grade hip boot.

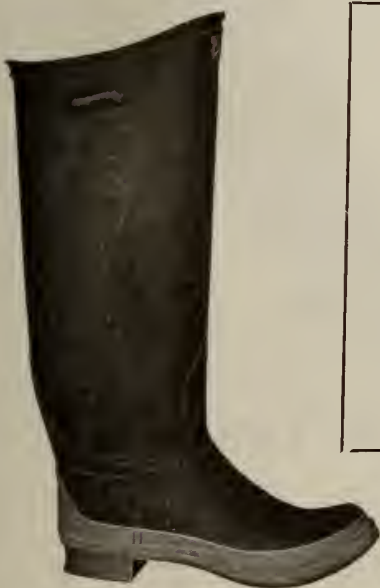
The Independent Rubber Co.

MERRITTON, ONTARIO

Limited

OUR SELLING REPRESENTATIVES

- 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



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

Get these "Live Ones"

The season's best selling styles now **IN STOCK** in ample time for the Easter—April 4—demands.



No. 710—Combination pump, dreadnaught cloth putty shade, with patent colt vamp, welt sole with leather Louis heel, Eden last. Sizes 2½ to 7, Widths A to D.

Price - \$2.50

IN STOCK

Widths A, B, C, D

Sizes - - 2 1-2 to 7

DISCOUNTS

4%, 10—3%, 30—Net, 60

SEND FOR CATALOG

"The liberal discount pays the freight."



No. 737—Putty dreadnaught cloth quarter with patent eyelet stay, patent vamp and foxing, polish oxford small eyelet, light welt, Spanish heel, Eden last. Widths A to D, 2½ to 7.

Price - \$2.50



No. 956—Black cloth quarter with patent eyelet stay, patent vamp and foxing, small eyelet, Polish, medium welt sole, Spanish heel on our new Stage last.

Price - \$2.60



No. 958—Putty Dreadnought Top, Patent Vamp and Fox, Light Welt Sole, Plaza Last, Leather Louis Heel.

Price - \$2.85



No. 957—Putty dreadnaught top, patent vamp, foxing and lace stay, medium light welt sole, Spanish heel, Plaza last—Widths A to D, 2½ to 7.

Price - \$2.85

Moore-Shafer Shoe Mfg. Co.

"THE LINE OF LEAST RESISTANCE"

Brockport, N.Y.

Rochester, N.Y., U.S.A.



Ask Your Jobber

To Show you
Moose Head Brand 1915 Samples and Prices



You will be surprised at the variety of the "Moose Head" Brand line of Oil Tanned Shoe Packs, Larrigans, Sporting Boots and Summer Packs.

And remember that quality, workmanship and wear are features insisted upon by us in every pair bearing the above trade mark.

John Palmer Company Limited
FREDERICTON, N.B.

The Largest and Oldest Manufacturers of Oil Tanned
Waterproof Footwear in Canada

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited
NEWMARKET ONTARIO



**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

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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

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.

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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



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, P.Q.



MORE POPULAR THAN EVER

are our lines of

"RED-MAN"

**PLAIN EDGE, SOLID HEEL
BOOTS**

AND

LUMBERMEN'S

It has been amply demonstrated that the solid-heel, plain-edge construction that we use on certain classes of heavy rubber footwear enhances their durability as well as ensuring added comfort to the wearer. As the originators of this style of heel-and-sole construction, which has been imitated but not equalled by other manufacturers, we unhesitatingly recommend it to the trade.

OUR TRAVELLERS ARE NOW SHOWING OUR 1915 RANGE.



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada



Smart White Canvas Shoes to retail at \$2.50 and \$3.00



All indications point to the coming summer being an unusually good season for White Canvas Shoes.

Across the line the most vigorous efforts are being made to make this year a record White Season so that the cotton growers, whose usual exports have been seriously interfered with by the war, will not suffer unduly. These efforts are succeeding wonderfully well, and this fact makes it quite apparent that white canvas shoes will soon be in tremendous demand.

Quick Shipment Assured



We have made arrangements accordingly and will be able to ship all orders received from May 1st onwards **WITHIN TWO WEEKS** of receipt of order.

Our line of canvas shoes will be, like our other lines, right up to date. We are making them up on our most popular lasts, two of which, from a very extensive range, are here illustrated.

But Order Early

This is going to be the biggest white canvas season in years and the man with a good stock early in the season will naturally get the cream of the trade.

CLARK BROS., LIMITED

ST. STEPHEN, N.B.

Established 1888

April 1, 1915

THE SHOE & LEATHER JOURNAL

MODISH
MODELS *for* MILADI



On the left is a patent military bal, with fancy foxing, wet sand cloth quarters, crescent cut top and Louis heel. On the right is another offering with putty cloth quarters, pointed tip, wave top, and Louis heel, with patent forepart foxing and eyelet stay.

ACTON PUBLISHING CO LIMITED
TORONTO MONTREAL



Amherst Shoes on the Canadian Troops

When the first contingent was outfitting we presented the troops from Cumberland with their necessary boots and at that time made certain claims for the waterproofness and wearing qualities of Amherst Boots.

We recently received an unsolicited letter from Lieutenant-Colonel Murray, written from Salisbury Plains, in which he says with reference to our claims, "I thought at the time you were a little boastful but experience has proved that you were right; the boots were good, solid and serviceable, and as nearly waterproof as could be expected of leather."

Amherst Boots are honestly made from the best leather.

GET OUR PRICES.

Amherst Boot and Shoe Co.

Limited

Amherst

Halifax

Regina

*A creation that is typical
of the Blachford range
of exclusive models
for Fall of
1915*



*This approved conception—"Side Lace
Boot"—is obtainable in the sea-
son's leather and cloth
combinations.*

Blachford Shoe Manufacturing Company, Limited

*92-94 Sherbourne Street
Toronto*

Irresistible in Beauty of Line, Convincing in Comfort and Durability



“MURRAY-MADE” and “DERBY” Shoes for Men, and the “CLEO” Shoe for Women, have won a foremost place in the Shoe Trade of Canada, by the combination expressed in our headlines.

As one merchant expresses it, he finds them the best of good sellers, because they are “good to look at, and good to wear.”

“Murray-made” and “Derby”

For Men

“Cleo” For Women

Remember the names, and if our traveler hasn't reached your store yet, withhold your orders for fall styles until you have seen our line. It will pay you, as it is a big range, full of the newest ideas in footwear.



MADE IN CANADA

The Murray Shoe Co., Limited
LONDON, ONT.

Montreal Branch

SOLE **FRANK J. McKENNA** AGENT
Read Building, St. Alexander and Jurors Streets

MINER MEANS MERIT

—AND MORE MONEY FOR YOU

if you place the MINER Rubber in your store and feature it as your leading line.

Graceful lines make a rubber pleasing to view and easy to sell, but it must possess as well, wearing virtues in keeping with its appearance and fitting qualities that ensure its being of practical use.

Here is where MINER Rubber Footwear excels over all outside brands. If you want to prove the truth of this assertion just ask some dealer who already handles our lines.

Have you placed your order yet?

If not, you will find it to your advantage to do so at once and thereby assure yourself of a guarantee of delivery and at present prices.

Drop a line asking for our 1915-1916 Rubber Footwear Catalogue, to:—

The 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.
Congdon, Marsh, 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.





"KONOT"



"FRENCH"



"HARVARD"

OUR REPRESENTATIVES ARE:
 J. L. TRETHERWEY, Western Ontario
 E. E. McINTYRE, Eastern Ontario
 M. B. YOUNG, Northern Ontario
 L. F. JACKSON, Maritime Provinces
 J. J. TILT, North West and British
 Columbia

MADE IN CANADA

They will surely please you

We refer of course to the fall samples now being shown by our travelers, a few of which are here illustrated.

"Monarch"
 "Brandon"
 "Dr. Brandon"

have earned by their style, fit and quality, a reputation that is of immense value to every dealer handling them.

With our lines you can push Made-in-Canada Footwear in competition with any footwear in the world—and can win out easily.

Every shoe in the range looks good and is good—good in every ounce of material, and in every detail of workmanship.

*21 Day Guaranteed Delivery
 of Immediate and Rush Orders*

UNION MADE

The

Brandon Shoe Company, Limited
 Brantford, Canada

OUR TRAVELERS ARE NOW ON THE WAY
TO YOU WITH

“EAGLE” and
FRANK W. SLATER
“STRIDER” Shoes for Fall

OUR SAMPLES SPEAK FOR THEMSELVES



Patent Colt, Whole Fox
Bal., Grey Ooze Top,
Single Sole, Flange Heel.

We show herewith two of our newest and most up-to-date Fall lines. These two shoes are taken from a range that is larger and more varied than any of our previous season's showings.

Our Fall samples include all the most recent changes in lasts and patterns, and we have a wide range of popular colors, as well, in all hues and shades.

Moreover, we specialize in making high grade welt and turn shoes for both men and women. Eagle shoes are noted for their style and individuality, as well as for their wearing qualities.

BE SURE YOU DO NOT PLACE YOUR ORDER
UNTIL YOU SEE ALL OUR NEW SAMPLES

THE EAGLE SHOE CO.
LIMITED

587 Beaudry St. - MONTREAL

Makers of

“Eagle” and Frank W. Slater “Strider” Shoes



Women's Gaiter Bal., Patent
Vamp and Foxing, Spool or Half
Louis Heel, Grey Ooze Top, Re-
cede Toe.



“PROMENADE” MODEL

Quite properly, it is your function to guide a customer through a maze of new creations in footwear to a stylish, becoming shoe that will suit the fancy and the foot of the wearer.

Your duty is made a pleasure if you sell BELL shoes, because they reflect the most recent ideas confirmed by good taste, and are modish without being extreme in their fashion.

Models for Fall, 1915, are now in the hands of our travellers.

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.”

Watch for the Kingsbury Man!



J. D. CAMPBELL
Maritime Provinces

Here are the men who will carry the most complete range of samples in "KINGSBURY" and "AMERICA'S BEAUTY" brands that has ever left our factory.



J. A. MALBOEUF
City of Montreal



G. H. TAYLOR
Province of Ontario

These men need no introduction to the trade. They will not merely sell you footwear, but rather will endeavor to assist you in placing a sure selling Fall line of women's shoes in your establishment.



W. E. SHORT
Manitoba, Alberta, Saskatchewan, British Columbia

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.



A. J. PINN SONNAULT
Province of Quebec



R. G. PERCIVAL
Manitoba, Alberta and Saskatchewan

Kingsbury Footwear Company

Specialists in Ladies' Footwear

LIMITED

MONTREAL

No "Shelf Warmers" in New Fall Samples of these Brands

Kingsbury AND America's Beauty

Seen herewith are a couple of samples selected at random from our wide and varied range of the latest and most up-to-date lasts and patterns.

Although our samples are right up to the minute in style and appearance, they still retain the features that have made them become known as "Repeaters"—they give the wear and comfort.

There's a reason for the doubling of our factory space and facilities in the past couple of years. Did you ever stop to figure out what this means to you as a dealer.

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.

IF YOU HAVE NOT YET JOINED THE RANKS OF SATISFIED KINGSBURY RETAILERS DO SO NOW.



Kingsbury Footwear Company

Specialists in Ladies' Footwear

LIMITED

MONTREAL



Wos. Pat. Colonial, Leather or any Cloth Quarter, Spool Heel, Last 56, Widths B.C.D.



Pat. Military Button, Sand or Putty Top, Spike Heel, Last 58, C. and D.



Pat. Military Bal., Sand, Putty or Checked Top, Spool Heel, Last 57, C. and D.



Growing Girls' Pat. Butt., Cloth Top, Low Heel, Last 59, C. and D.

Did You Say Military?

¶ Our travelers are now on the road hustling for business with a full range of women's high-grade McKay Welts and Turns that include the Military lace and button shoe in all its different styles and colorings.

¶ These samples represent all that discriminating women demand in footwear—the build and finish that make the shoes a delight to the eye—and impart to the wearer the look and feel of style and comfort.

¶ Mister Retailer: These shoes are built up to a standard—we figured the cost afterward. We know the prices are right and we invite comparison of values—just a “fair field and no favor” proposition—we are ready and willing to stand or fall by such comparison.

SEE OUR SAMPLES

You lose money if you don't

C. N. W. Shoe Co., Ltd.
LONDON, ONT.



RICHMOND, QUE.

ECONOMY

Mr. Shoe Manufacturer:—

WHAT IS ECONOMY AS TO BUYING LASTS? Is it best to buy indiscriminately from any last manufacturer? when you or a salesman see a style that you would like, or ought you to have your Regular Last Maker to whom you can go and work out new styles each season that are different from what you have in and that you know are following your accepted lines, guaranteeing Fit to the Wearer and Economy in Producing the Shoes in the Factory?

Is it Economy in your Cutting Room to have a different set of patterns for every last, requiring a special cut for each tag? Ought you not to have a set that fits all lasts of a type so that you can seats, spring of lasts and contour of bottoms, or a homogeneous line where at the most two blocking patterns would cover your whole line of lasts, your moulding machine do its proper work, and you can stock your heels knowing that your heeling machine operator will never have to wait for special patterns or will put on the wrong shapes?



cut with clicking dies, or any piece cut by hand will be sure to be available in some grade of your manufacture?

Is it Economy in your Sole Leather Room to have varying widths on heel

We have on fyle the Highest Grade Shoe Manufacturers' Standards for Measurements, Curve of Heel, Height of Cone, Spring of Toe, and Grade of Bottoms. Every model which we make for them is guaranteed to conform to these requirements. They claim this to be one of the Most Economical Factors in their business. If it is Economy for them, WHY DON'T YOU ADOPT THESE IDEAS?

Write to Richmond for full Particulars

Boston Last Company

Manufacturers of

Fine Lasts, Followers, Fillers, Trees, Etc., also Maple Last Blocks
Makers of Electric Heating and Ironing Outfits for Shoe Factories
(Simplex System)

Canadian Factory: RICHMOND, QUE.

Charles Campbell, Manager



Factories : ^{EST}Boston, Mass., 44 Binford St.
Phone Main 107
Richmond, Que. Phone 32

Look Them Over— Their Quality is Convincing



As you must sell what you buy, it behooves you to look well into everything that's offered. Get the best values and then you can give them and thus increase your profits and enhance your prestige.



Kant Krack and Dainty Mode RUBBER FOOTWEAR

Will repay your inspection. Among other things, you will note the extra good quality on our heavy goods. This is the result of our **NEW PROCESS PRESSURE CURE**.

We are the only rubber manufacturers in Canada utilizing this process.

Our Representatives Are:

- 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.
- The 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

Ask Your Jobber's Salesman to Show You These Two Lines

THE Professor
 PAT. N^o. 119409
 GOLD CROSS
 SHOE

Made-in-Canada



Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909
 NON
 PERSPIRO

Made-in-Canada



During these times when people are out to get the best possible value for their money, you must stock only saleable lines in your establishment if you are to be successful. The man who buys wants a good, solid, stylish, comfortable shoe that will wear.

He knows he is securing such a shoe when he purchases a pair of "The Professor" or "Doctors" brand and this is just the reason why you should feature these lines.

They are known to the consumer. Can you say the same thing of those other brands? The Tebbutt lines have built an enviable reputation for themselves because they have an individuality all their own and are absolutely correct in shape, conforming easily to the natural contour of the foot.

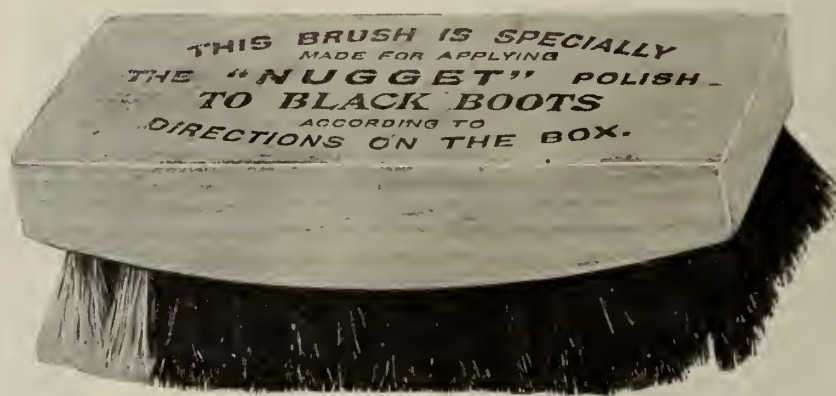
The Tebbutt Shoe & Leather Co.
 LIMITED
 Three Rivers, P.Q.



MADE IN CANADA



“NUGGET” BRUSHES



We now have a large consignment of “Made in Canada” Brushes in stock. It is impossible to obtain any more White Bristle, but we are supplying a grey brush of equal quality for Tan shoes and the same “Nugget” quality in black brushes.

Send us your order now
PRICES AS USUAL

The “Nugget” Polish Co., Limited

9, 11 and 13 Davenport Road

Toronto

Ontario



Star Brand
Shoes

Boys' McKay Shoes

We are featuring this line for Fall—showing same in all leathers—made on four good fitting lasts with patterns that are snappy and mannish—at popular prices.

It will be to your advantage to see our samples before placing for Fall. One of our travellers will call on you within the next few weeks.

Star Brand
Shoes

Star Shoe Limited
MONTREAL

Makers of "Star" Brand Shoes

Star Brand
Shoes



General French

Our other lines are well known to the retailers. They include a full range from Babies' Turns to Growing Girls' and Boys' McKays.

Star Brand
Shoes



TAKE ADVANTAGE OF OUR IN-STOCK SERVICE

A moment's consideration will convince you of the service that this department can render by keeping your stock down to a minimum through its use.

You could not do this if you did not know that you can depend absolutely upon the prompt attention and courteous consideration our IN-STOCK department can give, as well as the satisfaction which is guaranteed.

Drop us a line to-day telling us of your needs.

FOR FALL 1915

A number of changes have been made in the Ames-Holden-McCready line for Fall selling.

Every shoe in this range is the result of the latest ideas in shoe styles worked out in most modern lasts and patterns as well as under expert supervision. We particularly want to call your attention to these facts.

**BE SURE AND SEE OUR SAMPLES
BEFORE PLACING YOUR ORDER.**

Canada's Largest IN-STOCK Shoe House

Ames=Holden=McCready, Limited

MONTREAL

ST. JOHN

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

HARTT ♥ ♥ SHOES



Men's Mahogany
Russia Circular
Seam Foxed Bal,
with Khaki Cloth
Top.

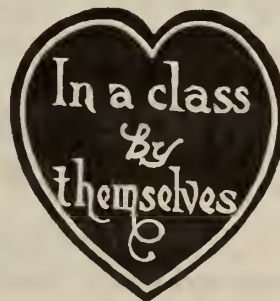
During the coming season Military Effect
will be demanded in all matters of dress.
The above is one of the many features
of our Line for FALL 1915.

The Hartt Boot & Shoe Co.

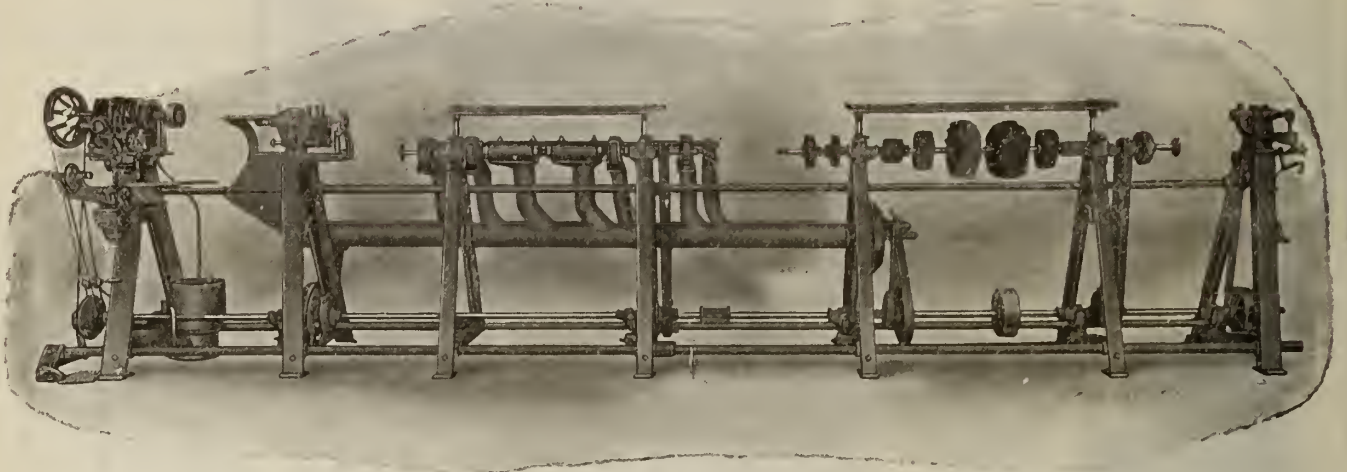
Limited

"Canada's Best Shoemakers"

FREDERICTON, N.B.



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. 10—Gun Metal Button Dreadnaught Cloth Top, Gaiter Effect, Large Flat Buttons to match, no pull. Torpedo Model.



No. 105—Gun Metal Seam. Bal., Mat. Calf Top, Blind Eyelets and Four Hooks, Nupul, Torpedo Model.

MR. RETAILER

- ☞ All the newest modes in cloth tops are featured in our lines for autumn, 1915.
- ☞ There are other and convincing evidences of good shoemaking that will carry an appeal.
- ☞ In the range will be found shoes that can be sold at popular prices — something your patron demands to-day.
- ☞ 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

CLASSIC SHOES for Women

Fall Styles are Ready Be Sure You See Them



When the Classic salesman comes around, you'll see as fine and complete a line of women's and children's high class footwear as ever came into your store.

Variety!

Well—some! In fact, we've strained every effort to make this Fall range surpass anything we have ever produced before.

And our efforts have not been in vain, as you will readily agree when you see the Classic Fall range in all its incomparable completeness.

Remember we carry all staple lines in stock

Getty & Scott, Limited
Galt, Ontario

*The Neatest Shoes
in Shoedom*

CLASSIC SHOES for Children

Sales of Classic Shoes Constantly Increasing

Every season witnesses a wonderful increase in the sales of CLASSIC SHOES in both women's and Children's lines.

And there's a reason for this phenomenal growth.

That reason is

Assured Quality

Without consistent quality, there could not be such consistent growth.

The reputation of CLASSIC SHOES has become so firmly established that the very name is a valuable asset for the retail shoe dealer.

Remember we carry all staple
lines in stock

Getty & Scott, Limited
Galt, Ontario



*They are supplanting
Foreign Footwear*

YOUR PACKING PROBLEM SOLVED

Solid Fibre Board Boxes Best for Shoe Shipments

This is an unquestionable fact that is being demonstrated every day by some of the largest shippers in Canada

H. & D. SOLID FIBRE BOARD BOXES

H. & D. BOXES

are lighter and stronger than wooden boxes. The fibre board material being flexible, enables them to withstand the roughest usage.

They are collapsible and take up only a very small storage space. They are quickly and easily sealed.

WRITE FOR SAMPLE BOX

Write to-day—make the first move towards saving time, trouble and expense in your shipping department.

MADE IN CANADA

Output Sixty Carloads Monthly

afford perfect protection to contents, as they admit no moisture and cannot be tampered with during shipment without the seal being broken and the culprit exposed.



Hinde & Dauch Paper Co. of Canada, Limited

Head Office Toronto

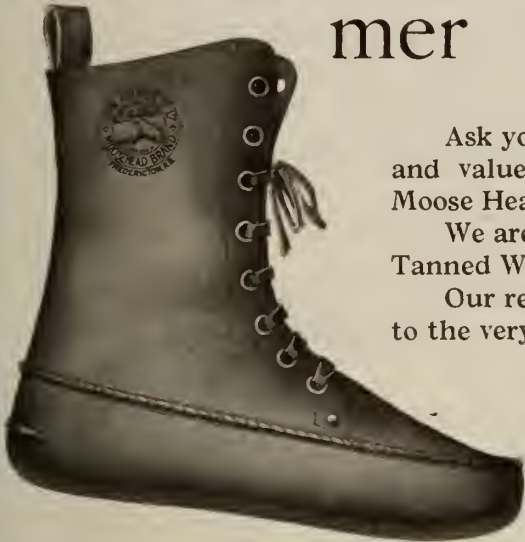
CORRUGATED BOXES. FIBRE BOARD BOXES. WALL BOARD. PAPER SPECIALTIES.

We are the largest manufacturers of Corrugated and Solid Fibre Board Boxes in the British Empire

MOOSE HEAD BRAND



Oil Tanned Shoe Packs,
Larrigans, Sporting Boots, Sum-
mer Packs



Ask your jobber to show you the 1915 range. Its variety, quality and value will convince you that there is money for you in the Moose Head Brand line.

We are the largest and oldest established manufacturers of Oil Tanned Waterproof Footwear in Canada.

Our reputation and success are based upon persistent adherence to the very highest standard of quality and workmanship.

John Palmer Company
Fredericton, N.B. LIMITED

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited

NEWMARKET — ONTARIO

OUR AIM:

QUALITY FOOTWEAR AT REASONABLE PRICES

It may pay you to keep a few ultra modish styles in stock. The large majority of your customers, however, want a good solid, sensible shoe of the type that will wear. This they find they can best secure in *Yamaska Brand* footwear. They give all the style that's needed, are comfortable and what is more important—wear

FALL SAMPLES NOW IN HANDS OF
TRAVELERS. INSPECT THEM.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUEBEC



HEEL CUSHION



The most comfortable and durable heel cushion made. A soft bed for sore heels. Removes the jar when walking. It has a small tack-like point that sinks into the insole, preventing it from slipping out of place. Made in five sizes.

TOE STRATE



For the relief and cure of that most common of foot troubles, crooked or overlapping toes. Relieves the pressure on soft corns formed between the toes. Made in three sizes.



FOOT SPECIALTIES

"CUROPAD"

For the relief of hard and soft Corns, Bunions and Callouses. Applied to the calloused part it excludes the air, retains the moisture of the skin, prevents undue pressure and finally in this way the hard and false cuticle is gradually removed and the natural skin only remains. Thus the corn or callous is relieved and eventually cured. Made in nine sizes.



Canadian Arrowsmith Mfg.
CO. LIMITED
NIAGARA FALLS - - ONTARIO

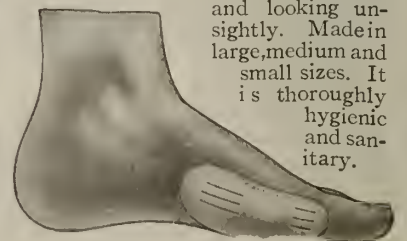
FOOT POWDER

A medicinal deodorizing, antiseptic powder that keeps the feet cool and dry. Stops the rubbing of the foot in the shoe; cures tender, swollen, perspiring feet. Put up in can with shaker top, convenient for sprinkling in shoe or stocking.



BUNION SHIELD

As a relief from the pain of bunions and enlarged great toe joint the "First-Aid" Bunion Shield has no equal. It gives relief by removing all friction and pressure on the joint. It also prevents the shoe from bulging out and looking unsightly. Made in large, medium and small sizes. It is thoroughly hygienic and sanitary.



MADE IN THREE SIZES

WESTON'S SHOES

Do you know the reason why
Weston's Shoes are "BEST to BUY"?
Here's the reason—mark it well—
Weston's Shoes are "SAFE to SELL."

- ☞ Yes, in a double sense. They do not "*hang fire.*" *Looking* right, *fitting* right, they go right off. Briefly—**they** are safe sellers.
- ☞ Again, **you** are safe in selling them—there is no come-back. It is like an insurance policy—you *feel* safe. You know your next call from that customer will be for another pair of the same. It is a *safe* sale from every point of view.
- ☞ One of our valued customers used twenty thousand pairs of them during the past year, and his total returns for any reason were only two pairs.
- ☞ An American paper remarks that while business is fair, there is no "punch" in it. We are finding lots of it—not very much "kick," but plenty of "punch." Shipments for March (not because of the war, but in spite of it) were larger than any month in our history, and our product, we believe, was more satisfactory.



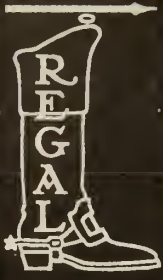
No. 2186

A sudden demand has developed for

2186—Ladies' Palm Beach Cloth Bal., Patent, Im. Gaiter, Oak Sole, Spool Heel, 48 Last, Vamp and Foxing	-	-	-	-	-	-	\$2.45
2187—Ladies' Palm Beach Cloth Button, Patent, Im. Gaiter, Oak Sole, Spool Heel, 48 Last, Vamp and Foxing	-	-	-	-	-	-	2.45
2583—Ladies' Palm Beach Cloth Colonial, Oxidized Silver Buckle, Oak Sole, Spool Heel, 48 Last, Vamp and Foxing	-	-	-	-	-	-	2.25
2585—Ladies' Palm Beach Cloth Bal., Patent, Im. Gaiter, Diamond Star, Oak Sole, Spool Heel, 48 Last, Vamp and Foxing	-	-	-	-	-	-	2.30
2586—Ladies' Palm Beach Oxford, Patent Facing, similar to Bal.	-	-	-	-	-	-	2.20

Above numbers also made in Battleship Grey. We expect to have ready about 2,000 pairs before May 15th over and above present orders. If you can use any, write us at once. Earliest orders will have precedence. If goods do not please you they may be returned at our expense. Hundreds of pairs sold and no "come-back" yet.

WESTON SHOE CO., LIMITED
CAMPBELLFORD ONTARIO



REGAL SHOES



TWO NEW REGAL SHOES



Mahogany Russia Oxford, Fawn Cloth Top,
Stitched Tip, Bond Street Last.



Smooth King Bal, Grey Cloth Top, Stitched
Tip, Bond Street Last.

These are the latest shoes produced in the Regal Factory.

If they appeal to you as illustrated, how much more will they please your discerning customers, if shown in your window.

They cannot begin to make money for you till you order them.

As a Regal Agency retailer, you are supplied with all the latest designs, as well as served by an In-stock Department of 35 styles.

Write us for our proposition.

Regal Shoe Co., Limited

In-Stock Department

102 Atlantic Avenue

- -

Toronto, Ont.

RUBBERS!

“Kant Krack” The “Royal”
 “Dainty Mode” Reliable Brands “Bull Dog”

These well known brands “Made-in-Canada” are finest and most reliable line manufactured in the Dominion.



JAMES ROBINSON



In every style from the lightest sole rubber to the heaviest of high boots you will find in the Independent range the style and quality that your business needs.

If you have not yet given your rubber order, then place it with James Robinson if you would ensure satisfaction and perfect service. Your every requirement can be filled satisfactorily.



**JAMES ROBINSON
 MONTREAL**





28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



To take care of your requirements more
fully we are spending

\$1,020,000.00

in extending

our

"Service"

Facilities



**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. XXVIII. No. 6

TORONTO, APRIL 1, 1915

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New and Graceful Lines in Vamps, Foxings and Tips

Sharp Contrasts Between Leather and Fabrics and Numerous Artistic Combinations in Autumn Models—How Long Will Military Effect Last—Fancy Novelties in Men's Shoes Create Interest but Who can Estimate the Possibility of Sale for Them—Further Reviews of Fall Footwear Fashions

Curves and combinations, color contrasts, graceful lines, fancy cut tops, foxings and foreparts, elaborate patterns and other wonderful groupings as presented in the fall and winter styles of women's bootwear are now pretty well known to the Canadian trade. Practically all manufacturers have their samples completed and many presentations show a riot of color, variety and military effects.

Just how the retailer will accept the more pretentious and far-fetched lace models is a little doubtful at present, as salesmen have not been out long enough to gauge the feeling of buyers. Of course, in the large cities the military bal and the military lace boot are taking remarkably well. Even the suburban retailers are showing it in their windows in a variety of colors, but principally in grey, fawn, sand, putty

many combinations in cloth and expressions of style as the bal style. The side lace shoe appears to be "a comer."

While practically all western travelers have left to cover their ground and a number of salesmen have started out in the east, yet there will be no aggressive selling campaign



GUN METAL BUTTON, SQUARE THROAT PATTERN, GRAY CLOTH TOP, FANCY FLY, NO PULL STRAP, TORPEDO MODEL
—BY COOK-FITZGERALD CO.

and khaki. Country dealers prefer to go rather slow on any of the more pronounced hues, desiring rather, the more subdued effects. The button boot, however, is not dead; it still has its warm advocates and a staunch measure of popularity. Many women like the button shoe for several reasons and, irrespective of the appeal and fascination of the bal, with catchy colored tops, will stand by it, wearing the overgaiter or cubist models and accepting such colors as they please. The overgaiter button affords practically as



GUN METAL BAL, SAND CLOTH TOP, GAITER PATTERN, BLIND EYELETS AND FOUR HOOKS, NO PULL STRAP, NEWTON MODEL
—BY COOK-FITZGERALD CO.

until after the Easter holidays, when all representatives will be presenting the creations of their respective firms for the consideration of the merchant.

In the last two issues of SHOE AND LEATHER JOURNAL there have been given extended reviews on Canadian styles and the tendencies of fashion, as seen by various manufacturers in the Dominion. In this, the third number of the SHOE AND LEATHER JOURNAL featuring fall styles, it is interesting to give a perspective of other fellows' views and this is done to a considerable extent. No doubt the opinions from across the line will be read with a great deal of instruction and timely interest.

Influence in Men's Footgear

In a review on the tendencies on men's styles for fall and winter the Boot and Shoe Recorder gives the following succinct information:

Dull black leather will be the most widely used material in men's shoes. This leather in vamps will be used primarily

in combination with mat finish black leather tops, and somewhat with tops of colored fabric or leather.

Will tan leather sell next fall? One manufacturer says "yes"; the next one says "no." Tan leather will have held its own well during the summer, in the darker shades of mahogany and nut brown, in oxfords and laced boots. There will be some tan laced boots sold for fall. But men have not yet reached the point where they feel that tan is particularly suitable for cold weather wear, except in heavy outdoor footwear. Some men endorse it as satisfactory in laced boots for the betwixt-and-between season of fall.

Patent leather continues to be correct only in dress shoes, buttoned boots with either black cloth or dull mat calfskin tops, and pumps.

Black kid will show up in most lines of men's samples. There are a great many men who never consent to wear anything but a kid shoe. They have generally been men whose chief appreciation has been of the quality of comfort in footwear, and who have insisted upon broad toe, straight line shapes. Now kid is being made up on better looking, more fashionable lasts, until almost any man may find a shoe to please him on a last and in an effect that will be entirely suitable for street, business and general wear.

Fabrics in novelties for men will be more in evidence than ever before. Staple styles, as usual, will demand leather.

Rubber Soles and Heels

Rubber has proved a satisfactory material for the soles and heels of footwear intended for sport and recreation, and for three summers has been growing in popularity for business and general wear. Some efforts have been made in the recent past to popularize it on footwear for winter. Men who get used to it in summer, and experience the noiselessness of it and the elasticity of treading on it, are rather inclined to desire it through the rest of the year.

There are many winter shoes in the new sample lines showing rubber soles of more than ordinary thickness, and



WOMEN'S BUTTON, WITH TOP OF LOUVAIN BLUE, LEATHER LOUIS HEEL AND BELGIAN CUT VAMP, RECEDING TOWARD THE HEEL—BY GETTY & SCOTT LIMITED.

carrying rubber heels. It is quite probable that more men than heretofore will wear this type of footwear in fall and winter. It has the advantage of aiding in keeping the feet dry and of being a nonconductor of cold.

It has been an insistent complaint that rubber soled footwear is slippery on wet sidewalks and pavement. But inventors have been working on this point and have devised several methods of preventing slipping, until the complaint no longer holds. Rubber soles appear on shoes made of

black and tan leathers. Tan, black and white rubber soles are shown.

Lasts, Toes and Heels

Lasts incline rather to the modified English type than to the French or to the high toe, high heel sort. All but some of the very cheapest footwear fail to make any showing of



SIDE LACE BAL, PATENT, NAPOLEON VAMP AND FOXING, BELGIAN SILK BROCADE TOP, SILK BRAID FACING, LEATHER LOUIS HEEL—BY GETTY & SCOTT LIMITED.

high shoes. The undesirable features of the original English last were quickly overcome when American designers took hold of it and interpreted its real merits in terms of American requirements as to line and fitting quality. The result is a little shorter but still a medium long vamp and a little fuller toe and a little higher heel than was shown at first. In this development it becomes strictly an American type, with plenty of room in the toe but with a general flat effect thicker in some styles than in others, with a shank sufficiently broad to give an excellent treading surface, and with a fairly broad, long flat heel one inch or an inch and an eighth high.

This is, without question, the type of last that will sell for next fall, in the cities and larger towns. It may be said that, in this respect, the city shoe and the town and country shoe are the same. A shorter, stubbier, higher toe last is shown to meet the requirements of trade that caters to the demand of the foreign immigrant, or the rustic and the man on the frontier who are too far off the beaten track to know what the city folks are wearing.

It is also to be said that there is a tendency to produce a full broad toe last, with plenty of room inside, and with better looking lines than have usually been characteristic of any except the smarter, swinging lasts.

Much staple business, mainly in black calfskin and black kid, will be done on the straight line, medium full toe last.

Patterns and Effects

The laced pattern is the thing in men's shoes. Buttons, of course, are used on men's full dress shoes, and on many of the novelty combinations, especially with tops of colored fabric or leather. The blucher cut is seen mainly with shoes having the higher toes, and in cheaper grades.

(Continued on page 43)

Historic Shoe House Moves Into Fine New Home

The Spacious Premises of Blachford Firm Have Many Unique Features—Decided Advance in Shoe Store Front
—How Modern Facilities in Illumination, Accommodation and Service Mark Progress in Merchandizing

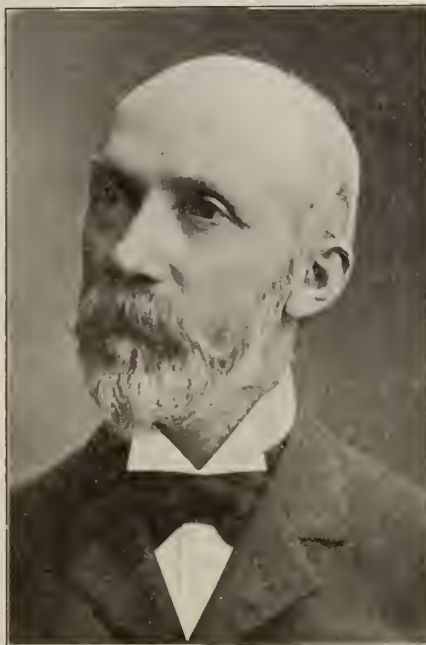
The historic shoe firm of H. & C. Blachford, Limited, who a few weeks ago celebrated their golden jubilee and whose founders are still active and earnest business men, being at work every day, have just moved into what is the largest shoe store in Canada. The new home of this widely known house is located at 286-288 Yonge street, Toronto, and has a most inviting and attractive front, while the interior of the store is admirably laid out. In the fifty years' record of the firm five moves have been made.

The original shop at 131 King street east, away back in the days of 1864 was 40 feet by 12 feet wide. To-day the main floor of the Blachford Shoe Store is 150 feet deep by 30 feet wide, and every inch of this space is stocked with high-grade footwear from floor to ceiling, while there are reserve stock rooms at the rear and in the basement. The firm occupied their late stand at 114 Yonge street for over seventeen years, and in connection with their present premises they have carried out extensive alterations and installed handsome fittings on a 21-year lease. The artistic front admits of a flood of light and at the rear of the store there are two skylights, each 18 feet by 5 feet, set with wired glass, making the entire interior very bright by day. The fixtures are all of mahogany and extend to the ceiling, which is 13 feet high. About three feet from the floor there is a ledge 12 inches wide and there is a bicycle ladder system throughout the whole store.

How Store is Laid Out

The men's department is at the front, in charge of F. A. Blachford, whose desk is located on the left. Next is the children's department, then comes the hosiery and findings branch and at the rear is the ladies' parlor. There is a handsome bevelled plate glass mirror just at the back of the

wrapping and parcelling counter which adds to the inviting character of the establishment, and at the rear are mahogany doors set with peer mirrors, the one on the left leading to the



H. P. BLACHFORD, VETERAN PRESIDENT OF THE COMPANY
WHO SOLD HIS FIRST PAIR OF SHOES IN 1860

ladies' dressing room and the other to a convenient stock room. There is a double system of shelving throughout the store and the uniform label of the firm attached to every



THE HANDSOME FRONT OF THE NEW BLACHFORD SHOE STORE, TORONTO

carton imparts a pleasing and harmonious effect. The floor is covered with a cork linoleum of tile pattern and the settees, which are placed at the right and left so as to afford a centre aisle down the depth of the whole shop, are of mahogany and upholstered in leather. In the ladies' parlor is a large ottoman upholstered in leather, while new serving stools, pedal mirrors and other accessories add to the at-home feeling that prevails. In the centre, on the right of

as an alarm clock and the electric lights are automatically turned on or extinguished at any desired hour.

From the parcelling desk there is a parcel elevator to the floor above, on which are located the repair shop, as well as a special lunch room for the employes, the accountant and stenographic branches and the office of the president of the company, also a ladies' dressing room and three shoe stock rooms. Throughout the store there is a system of speaking tubes, electric bells and other conveniences that afford every facility for the rapid despatch of business. The stairway on the right leads up to the offices above. It may be stated that there are several new features in connection with this store which are worthy of mention. In the hosiery department a new style of carton designed by Howard C. Blachford is used, which is about half the size of the ordinary box and permits of a more economical use of the space taken up by this branch. Across the way where the children's leggings are kept, another type of carton has been designed which is about 28 inches long, affording a neat way of keeping these articles in the children's trade. At the rear of the store the shelving is wide enough to accommodate two cartons deep. Back of the front row is a duplicate number which serves to good advantage in the matter of sizes and widths in certain lines of shoes. Midway down the centre aisle are several mahogany silent salesman show cases for displaying hosiery, shoe ornaments, fancy slippers and other lines in which the firm specialize.



THE LABEL ON THE CARTONS—COLOR GREEN

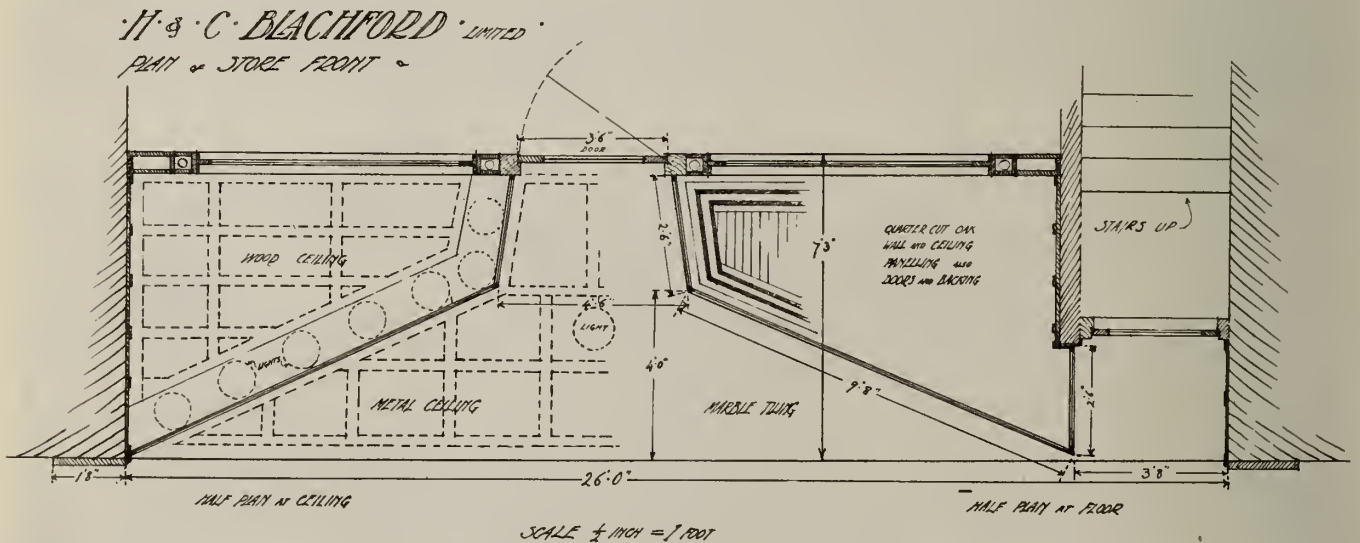
entrance, are the cashier's quarters, and a few feet away is the desk of Howard C. Blachford, who has charge of the women's department. Opposite the cash desk is the parcelling counter. There is a chute leading to the cellar, from which all goods are delivered and received by a side door.

Admirable System of Lighting

Heated by hot water, the well appointed home of H. & C. Blachford, Limited, is lighted by the semi-direct system, having twenty frosted globes, each containing three 40-watt Tungsten lamps, making 60 Tungsten lights throughout the interior. There is a system of switches so arranged in connection with the four centre lamps that one, two or three lights may be turned on in each globe, according to the amount of illumination required. This lighting combination

New Departure in Store Fronts

The front of the establishment also presents an interesting departure from the stereotyped style and marks a decided advance in exterior design. With a frontage of 26 feet and a depth limited to seven feet, something unusual was hardly to be hoped for. A glance at the accompanying illustration, however, shows how the ordinary flat front has been got away from and how the main show windows are placed so as to give even the most casual passerby no chance but to become interested in the display. The ceiling being comparatively low the use of plate glass unbroken by a transom light gives the front a well balanced and almost



KAWNEER COPPER STORE FRONT

KAWNEER MFG. CO. LIMITED
305 L.P.M.

PLAN OF THE FRONT OF NEW BLACHFORD SHOE STORE, TORONTO

is particularly desirable and convenient on dull or rainy days. In connection with the new electric sign of the firm, which projects over the imposing entrance, there is a clock arrangement which is set very much on the same principle

lofty appearance. The side pilasters are paralleled in copper with cast medallions in the two central squares. The head is also finished in copper and topped by a specially designed transom bar with hood which affords protection to the awn-



C. E. BLACHFORD, VICE-PRESIDENT



HOWARD C. BLACHFORD, TREASURER



FRED A. BLACHFORD, SECRETARY

ing and also acts as a cornice moulding. The metal bulkheads give a solid appearance and in the sections, which open to provide light and air to the basement, cast prismatic glass has been used, thus making the best of all daylight. The wide vestibule entrance is laid with a buff colored ceramic tile, and the ceiling is panelled with Kawneer copper, features which are invaluable for their weather resisting and artistic qualities.

In conclusion, it may be stated that another new department and the side walls and ceilings are also panelled in quarter cut oak stained. The window backing is composed of an upper and lower sash with plate glass, the lower to raise, and fitted as well with two types of movable backing, which are suitable for giving special backgrounds to displays when required. The front was designed and installed by the Kawneer Manufacturing Co., Limited, Guelph, Ont.

A visit of inspection will certainly repay the reader, as there are many points which are worthy of close attention, and from the fact that daily it is being brought home more than ever that this is the era of better window dressing and up-to-date store methods.

In conclusion it may be stated that another new departure is that the windows are trimmed every day, with only about a dozen pairs of shoes each, and accompanying every display is hosiery to match, presenting a touch of originality and individuality that serves to attract the attention of the passing throng. The Blachford firm welcome visitors to their new home.

Eliminating the "Squeak" in a Shoe

Strange as it may seem, there are some persons in this world who prefer shoes that squeak and are actually proud to possess a pair of musical shoes. The African negro who wears "civilized" shoes for the first time regards the squeak as an essential part of the outfit. It draws the attention to his feet and arouses the envy of his less fortunate brethren and the shoes are usually sold to him at a price that represents thrice their value.

They are chiefly McKay shoes, with cabretta tops, a leather board innersole and counter and middle sole and outsole of brittle hemlock leather that is guaranteed to squeak at any time and at the least provocation.

The squeaking shoe has even been favored by the ruler of

a nation—a semi-barbaric nation, it is true, but none the less ruled by a potentate with modern ideas. This is the Ameer of Afghanistan, and when he ordered a score of pairs of shoes from Marlow's shoe factory at Northampton, England, a few years ago, he expressly stipulated that the shoes must be made with an unmistakable squeak attached to them—in fact, no shoe would be genuine unless the squeak was attached.

The manufacturer knew it was up to him to make the shoes as ordered and provided the squeak all right by having two grain sides of the bottom stock in contact with each other. The musical effect was quite novel, but at the same time one that most of us would not care about; however, it pleased his royal Ameer muchly. A welt shoe will squeak under certain conditions just the same as a McKay shoe. One firm I know of makes welt shoes that are sure to squeak. They use hard acid hemlock outsoles and insoles cut from hard oak bellies. The bending of these shoes in the action of walking creates a noise that is the complaint of the leather; it does not want to bend anyway. It has been in the carton long enough to get as hard as it ever was and only a pronounced optimist can expect this kind of a shoe to be dumb when worn. There is an idea that the bottom filling prevents squeaks. This is not correct. The filling does not extend to the edge of sole or welt and it is useless if the bottom stock is not selected properly. I have seen welt shoes brought back to the store after being worn once and have inserted a thin sheet of rubber between the welt and sole to stop the squeak—which was always caused by the extra resistance of the hard outsole. Friction between two pieces of leather will also make a noise, but with the welt shoe the friction is practically "insulated" by the cork filler between outsole and innersole and it is the leather itself that is to blame.

If shoemakers made shoes with strict regard to the nature of bottom stock required for each method of bottom fastening there would be less complaint of squeaks. The welt or inseam method is a flexible fastening. Its foundation is the seam that holds the vamp and welt strip to the inner sole and no matter what the heft of edge may be there is no excuse for having outsoles and middles that are only suitable for nailed work shoes. The innersole and welt will bend with the wearer's foot, but the remainder of the bottom stock immediately commences on the E flat note and keeps it up all the time.—Shoe Topics.

STRAY SHOTS FROM "SOLOMON."



"The soul of the wicked desireth evil; his neighbor findeth no favor in his eyes." Then are men like the kite who live on carrion. It is possible for a fellow to become so crooked morally that he can't rest in a straight bed. It is also possible for a man to live on high food so as not to appreciate good wholesome stuff. A summer or two ago a race track tout jumped on a boat at the foot of Yonge street and after it swung out from the dock found he was with a lot of Methodist parsons and lay people bound for a holiness camp. The songs and hallelujahs were worse to him than an attack of seasickness, and before he got to the other side he was almost driven to jump overboard. You get what you desire in this world, and if you give your desire half a chance it will turn you into a grunting porker instead of a decent citizen. The reason so many men despise their neighbors is that they can't make anything out of them.

* * *

If Germany could only melt and cast into cannon and other war material the brass that has characterized her attitude towards the civilized world in this war, the time would be hopelessly in the distance when swords are to be beaten into plowshares and spears into pruning hooks. One would think from her statements that she was the victim and the other nations, particularly Britain, the brutal and faithless aggressors. You meet people like that every day, social vultures and business buccaneers, who call God to witness that everybody seeks to take advantage of their righteousness and good will. There are men who actually ask the Almighty to help them to skin their fellows alive, and think they are doing God service in thus ridding the world of "inefficients." "A wicked man hardeneth his face, but as for the upright he directeth his way." The man who means decent business and a fair fight lays out his course. He doesn't have to bluff his way through with curses of others.

* * *

What a howl of "righteous indignation" has gone up over the fact that a few shoes—probably one per cent. of the total number—"Made-in-Canada" were found unfit for active service. It was the first time that the Canadian shoe had been put to the test, and it would seem that the faulty results were not so much attributable to poor shoe making as a lack of insistence upon a proper standard. In three hundred thousand pairs of shoes made in a hurry for drastic use in ankle deep mud, many were almost sure to be "found wanting." The marvel is that so many stood the test. Nevertheless, vigilance in these things is the price of liberty. An amusing story on this point comes from Salisbury Plains. One of our Canadian soldiers was served with a pair of regulation English army boots after his dapper Canadian footwear had given out. "Say, boys," said he to his comrades, as he stood looking down at his feet, "I want you to promise me that you will push me over, if I'm shot

in action over in France. I'm certain I'll never fall over in these boots."

* * *

What kills most people in this age of enlightenment and progress is over-indulgence in the pleasures of life. They eat and drink and do not take enough physical exercise to clear their systems of the refuse that accumulates. Eat less and you will live longer, and people will bless your shadow until your ruddy countenance is set in silver. "The desire of the slothful killeth him." Let a man have no physical employment or recreation and let him but give himself to lust and appetite, and you can write "Dinnis" across his home and business. We eat to live, but when we live to eat death lurks just around the corner. When servants become masters there is an end of every hope for the best in life. When a man stuffs himself like a hog and doesn't take even the hog's exercise, he doesn't have long to wait for the knife.

* * *

Are you a dead one? You used to be as full of life and promise as any kid on the street, but the sparkle has left your eye, the spring has gone out of your step and the punch from your arm. What is the matter? It is not business. It is not family trouble. It is not drink. Does the Wise Man hit your care when he says "The man that wandereth out of the way of understanding shall remain in the congregation of the dead?" You were brought up to despise some of the ways that have crept like bats into your life. You bucked on them at first, but it has got now that you can't drive them out. Get up and shake yourself. Don't let the Devil bury you so deep that you won't know your own ghost. Walk out of the nightmare into the daylight of a clean life. Quit that thing that has "got" you.

* * *

Pluck is a good dog but brains is a better. The two make a great team. Pluck alone soon wears itself out while brains is the force that pushes the trench steadily forward. There are men who worked themselves out the first year in business, when if they had been content to go carefully and patiently for a while, getting the lay of the land and then putting on steam as they needed it, they would have won. The German "steam roller" nearly got to Paris, but— If they had put what it has cost them to get through Belgium into a straight effort to cross the Vosges, they might have declared terms to France and Russia without England being able to get in a whack. "A wise man scaleth the city of the mighty." Sometimes these short cuts are cul-de-sacs, that bring one up with a jerk. Enthusiasm without control is like running an engine without a safety valve.

Solomon

How Shoemen Should Pull Together Instead of Apart

The Spirit of Co-operation Between Maker and Seller—The Way It Can be Developed—There is No Reason Why Shoes Should not be Sold on Merit and Bring What They are Worth—The Dollar Sign vs. Mark of Quality

"The men who make up the organization of an industry are its protectors, advocates and prophets; its historians, its warriors; its statesmen and its benefactors. As individuals they go unrewarded, but collectively they link their lives with their work and are ennobled by noble effort. To have helped lift the industry that has claimed your best thought and effort even a little higher in standards, in serviceableness and in prosperity, is doing something for your fellows, for posterity, and in furtherance of the infinite plan."

"The old adage, 'Competition is the life of trade,' is not accepted as readily to-day as it was twenty-five years ago, for while the splendid development of business in the last quarter of a century is one of our country's proudest records, and this old saying truly expressed the spirit of the times, we have learned much by our experience.

"We recognize the fact that while competition is a business stimulant, an overdose will prove disastrous, and weakness, disease and death result.

"Competition means warfare, and warfare of every kind is unattractive and unprofitable. Competition is selfish and encourages individualism at the expense of mankind in general.

"To-day men do not consider themselves enemies because they are engaged in the same business. They have found that the strength of an individual is not equal to the strength of a number of individuals, and that the man who helps his neighbor helps himself.

Men's Vision is Widening

"The greatest progress that business men have made in the last decade is in breadth of vision; recognition of

interdependence; development of standards of business morality and the co-operation of the business man with his fellows in the same field. We are learning that there is no antagonism in interest between those who manufacture, those who distribute and those who consume the product. One cannot prosper without the others sharing in his success. We have learned to pull together instead of pulling apart.

"Business methods are changing rapidly and what was successful in the past may not appeal to the business man of the future. Out of many let us consider a few of the policies of business that are being modified and adapted to the times.

"Campaigns of National advertising of staple commodities like shoes have lost their force and a lavish expenditure of money in printers' ink no longer insures the success of the merchant or manufacturer who takes up this method of pushing his sales and forgets that in the end 'quality counts.'

"A fixed percentage of cost in shoes should be figured for publicity, but it should never be enough to encroach upon the allowance for good material and good workmanship.

"I believe that the great majority of progressive manufacturers are convinced that the old idea of ignoring the retailer in advertising and going direct to the consumers in order to create a demand that will force him to buy at prices and terms that are not always acceptable is giving way to co-operative effort of manufacturer and retailer to produce and sell on merit backed by the combined endorsement of each.

"No one is better fitted to study what is required in a particular locality than the man who is a part of that community and who knows the business in which he is engaged.

Here is seen the sample room in Gaghill's slipper factory of Sir H. W. Trickett, Limited, at Waterfoot, Eng. On the left stands J. S. Ashworth, of Toronto, Canadian manager of the firm. Seated at the table is Tom Eatough, son of Oliver Eatough, managing director. On the right is J. F. Ashworth. The latter gentleman and Tom Eatough are connected with the cost department of the big slipper industry.



A well-equipped and competent manufacturer and a wide-awake, intelligent retailer can combine their efforts for mutual benefit and successful service.

"I think perhaps proper recognition has not always been given the retailer by the manufacturer in catering to the wants of a particular locality. The trouble has arisen from the natural selfishness of men and from customs that prevail in our particular line of business.

"Most dealers think too much of the price they pay and too little of the price they can get. They see the cost in big figures and forget to look for quality as the measure of value. Retailers are buying at as low prices as they dare and selling for a price that is fixed by habit and trade custom.

"The shoe dealer has no chance to exercise his ability as a merchant when he cannot make the price for which he can sell his goods. He should buy and sell on the principle of value and with a recognized trademark on the goods as a guarantee to wearer, retailer and manufacturer. There is no reason why shoes should be sold at fixed prices such as \$3.50, \$4.00 and \$5.00 per pair. We thought, a few years ago, that \$3.00, \$4.00 and \$5.00 were the only popular prices for men's shoes, and a sudden increase in the cost of leather forced retailers to make a new figure at retail and the establishment of \$3.50 became the most popular price at which shoes were sold for years after.

Sell Shoes on Their Merit

"Many popular lines are sold at retail at \$4.50 and several very strong lines have for years featured \$5.50 as a popular price. There is no reason why shoes should not be sold on merit and bring what they are worth, whether \$4.00, \$4.25, \$4.75 or \$5.00, or any other price that good merchandise and efficient distribution may warrant. A trademark should be a guarantee of quality and not a method of fixing a retail price.

"More evils of retailers would fade away with this change in fixing prices than by any other plan that can be proposed. Have but one price, and that marked in plain figures on the price tag, but don't have prices one dollar apart when the cost will not make it necessary.

"It would encourage enterprise, develop salesmanship, widen the field for the retailer and make surer a fair return for his investment of brains, time and money. It doesn't take a big man to buy a staple article at a fixed price, place it on his shelves all labeled for delivery to his customers upon learning the size and width required to fit his feet. Scientific merchandising means more than this.

"We must be careful not to put the dollar sign above the mark of quality. Substantial success cannot be won by shoddy methods.

"A legitimate profit is every business man's right, and we should help him get it. Most of all, we are responsible for the prosperity of those from whom we buy and to whom we sell.

All Must Feel the Benefit

"A retailer cannot permanently succeed by selling goods purchased from a manufacturer who does business at a loss; and a manufacturer cannot prosper if his customers fail to make a fair profit on his goods. Neither retailer nor manufacturer can prosper if the ultimate consumer of the goods does not get full value for his money. Profit to one does not mean loss to the other. Co-operation in business means successful effort to distribute the benefits of industry and trade to every person who takes part in the production, sale or use of the things we need. As individuals, we must pull together for the greatest good of the greatest number; as manufacturers and merchants, we must work in harmony in order to work efficiently; as business men, we must co-

operate with all our fellow citizens in distributing the prosperity and happiness that flows from successful commerce and industry, the measure of which is in the number benefited rather than the aggrandizement of a few.

"There is no danger to the public in united effort in trade organization, as long as it is confined to improvement of general conditions, elimination of unbusinesslike methods, protection of the weak from the oppression of the strong, and in guaranteeing a fair field for individual endeavor"—From an address recently delivered by Hon. J. S. Kent, President of New England Shoe and Leather Association.

Foreign Leather Market Inactive

W. G. Parsons, of C. Parsons & Son, leather dealers, Toronto, who has just returned from a trip of several weeks duration to England and France, states that the leather market in the Old Country, both in upper and bottom stock, is rather quiet at present. Large buyers are pretty well loaded up by big purchases made from American firms who, since the war outbreak have been sending many representatives abroad. English firms bought heavily in anticipation that the shoe factories of Northampton and other big centres would receive many more orders for army shoes, but for some reason, these have not been forthcoming and the factories are only completing former contracts. Until more orders are given for army shoes there will be no release of the leather stocks in hand and consequently, there is very little buying going on at the present time. Mr. Par-



W. G. PARSONS, TORONTO

sons reports that business appears to be proceeding as usual in practically all lines of merchandise in the Old Country and that there is no excitement over the war, the populace being fully assured of the success of the allies. Just when hostilities will terminate is mere guess work. In Paris he found that business was badly demoralized and the citizens kept at high tension owing to so many of the wounded being brought in by ambulances and motor carriages from the scene of conflict. All the leading hotels have been turned into temporary hospitals as there is no tourist traffic and the newspapers issue extras at all hours giving the names of the dead and the wounded, which tends to keep up the agitation. Numerous mercantile shops have closed altogether and on the windows may be seen signs to the effect that the proprietor and staff have gone to the front and that business will be resumed after the war. Mr. Parsons says there is much favorable comment in Great Britain on the bravery and soldierly qualities of the Canadians, who have won the highest regard of all by their patriotism and devotion to duty.

Best Way to Conduct Real "Family" Shoe Store

The Importance of Service and Giving Heed to Small Matters—Have Separate Department for the Children—Deserve the Respect and Co-operation of Your Employees—Making the People Feel at Home—The Right Atmosphere

Did you ever enter a store where you were almost instantly impressed that this is a safe place to buy? An indescribable feeling took possession of you that inspired confidence in the store and its merchandise.

Did it not have an influence on the volume of your purchases, yes even on your criticism of quality and price?

You seemed to feel "at home" and somehow had confidence in the statements made by the clerks. You said the atmosphere of that store was pleasing.

You have entered other stores where you sort of felt a chill go over you—you could not tell why—you made a small purchase and went out. You had no criticism to make on the furniture, fixtures, arrangement of stock, service or attention of clerks, quality or price of the merchandise—one store the equal of the other. In one you felt at home, in the other uncomfortable. Now, what made the difference? You said the atmosphere of that store was not pleasing.

If this indescribable thing we call the atmosphere of a store is such a potent factor for weal or for woe—if it may be the thing that in a large measure determines whether the family shoe store is to be successful or unsuccessful—then it is worthy of our serious consideration.

Creating Pleasing Atmosphere

How shall this pleasing atmosphere be secured? Here are a few suggestions. I will begin at the head of the concern, because I believe he is responsible to a very large degree for the atmosphere of his store.

Secure the respect and co-operation of your employes by deserving it—not commanding it. The Sea Captain or School Master methods were relegated to the rear years ago, although we now and then find a man trying to make them work.

Don't enter your store in the morning as though you were "the Lord of all creation," or as a friend of mine puts it, don't have that "you go to hell" look on your face that many have when riding in their new touring car.

You will never spend time more profitably than that you take to bid a pleasant good morning and exchanging a few pleasant words with your employes. This means heads of departments to bootblack and porter.

Consult with your employes and encourage them to offer suggestions, and should the suggestion be impractical don't humiliate them by bluntly saying so, but show them it will not work. You thus encourage them to think and perhaps the next suggestion will be valuable. They have brains—why not encourage their use—many valuable suggestions have been made by employes in humble positions.

It is told of Mr. Hershey, the chocolate king, that a favorite expression of his when talking with his employes is "tell me what I can do to aid you in your work."

With a spirit like that in the proprietor is it any wonder he has built up the wonderfully successful business he has and that you never hear of labor troubles at his plant?

Encouraging Friendly Interest

Encourage the family spirit by having each employe feel they are a member of the family, and therefore anything that tends to the success of the store is of deep concern to them and you will be surprised to discover that their interest in the store extends beyond the amount in their envelope on pay day. You will soon discover that they will speak of the store as "Our store."

I have been told that this familiarity will destroy discipline if not breed contempt. I answer, do we find it necessary in our families to eliminate all familiarity and depend on discipline to have harmony in the home? I throw out these few suggestions not for you, of course, for I well know that the best of harmony exists in your store, but for you to tell that "other fellow" who comes to you for advice.

As the family shoe store will be visited by every member of the family preparation must be made for their accommodation.

Don't Overlook the Youngsters

Let's start with the children. A fatal mistake is made by many, I fear, in not giving this department the attention its importance demands. In a short twenty-five years of selling shoes I am selling the children of the children I fitted at the beginning. A mother telling me of the coming marriage of her daughter proudly remarked, "she never had a pair of shoes on her feet that were not bought at your store."

Hundreds of your customers have passed away in the last twenty-five years and every year adds to their number, how do you expect your clientele to grow or even keep on an "even keel" if you do not have the children saying your store is "their shoe store?"

Have a separate children's department—no matter how small your store is—managed entirely by women—buying and selling. Not a man in a hundred knows how to buy children's shoes. Shoot the first man that attempts to sell a pair from that department—he don't know how—and this applies to the proprietor. Don't have a lady clerk there that does not love children. They must be "little darlings" not "brats" to her. Don't try to make a fortune out of that department. You win if it shows a clean sheet. It's the seed time of your business.

Adult department. In these days of millinery and freaky shoes many are liable to neglect their lines of the good old wide plain toes and low heels for the older folks. Of course, they wear a pair for two years or more and are not profit-

J. E. WARRINGTON,
SECY-TREAS.
AND
W. P. FRANCIS,
VICE-PRES.
AND MANAGING
DIRECTOR OF THE
JOHN RITCHIE CO.,
LIMITED,
QUEBEC, "SNAPPED"
RECENTLY AT THE
FRONT DOOR OF
THE
FACTORY OFFICE.



makers, but remember they have been customers for years and have the "family spirit" and have a right to expect that you will provide them the kind of footwear they want now just as when they were younger.

I am perhaps taking advanced ground when I say the public are not looking so much for price as they are for service.

Public Like Good Service

Let me illustrate my point. Two men are selling peanuts side by side, same quality—same price—5 cents. One provides bags to put his peanuts in—that's service. The other reduces his price to 4 cents but does not provide bags. Which will have the biggest business? Your answer settles the question as to whether you agree with my proposition or not.

In a town where the custom was not to fasten buttons on shoes on Saturday, one store employed a boy on Saturday to do nothing but fasten buttons on shoes, and it soon became known that one could get buttons fastened on Saturday, even in the evening, gratis—no matter whether the shoes were bought at that store or not. Result—why some of the other shoe stores and department stores would tell their customers "no we cannot fasten buttons on Saturday, but you go to Blank's and they will fasten them on for nothing." Do you think it paid—the proprietor of that store says it does. That's service.

Attention to Little Things

I might enumerate instances without number almost of the little things we can do for our patrons and my observation is that the shoe store that pays the most attention to these little things seem to have the largest trade.

The tendency of the age seems to be to spend money lavishly on furniture, fixtures and furnishings, depending on these things to draw trade. While I have not a word to say against nice furnishings, let me warn you that right there is a danger line that must be taken into account. I have known stores that nearly ruined their trade by too fine furnishings.

If your trade is from \$6.00 up, why go the limit, but if of a medium class you can easily get the impression formed that you are high priced by having furnishings too fine for your trade.—D. P. Jerrauld in an address before Pennsylvania Shoe Merchants.

Leading Tanner Passes Away

One of the most widely known tanners in Ontario, in the person of Z. A. Hall, passed away recently in Hamilton. For over twenty-five years he was superintendent and business associate of the Breithaupt Leather Co., at their plant in Penetang. Born in Acton, Ont., the late Mr. Hall started his business career as a tanner with Beardmore & Co., whom he, later, assisted in building the Bracebridge tannery, after which he engaged with the Breithaupt concern in Berlin, and subsequently went to Penetang, becoming a partner of the Penetang firm under the name of Breithaupt Bros. & Hall. He assisted materially in the building of the large Penetang tannery and plant during 1882-3, and in erecting most of the additions. Mr. Hall was one of the foremost hemlock sole and leather tanners of his day and retired from active business nine years ago, having since lived in Hamilton. During the time he was with the Breithaupt firm in Berlin and Penetang, their association with him extended over a period of about thirty years. The deceased was a man of high ideals, strict integrity, a consistent church member and popular wherever he was known, being a former mayor of Penetang and a member of the

town council for some years. He leaves a widow, two sons and one daughter. The funeral, which took place on March 23rd, in Hamilton, was attended by many old friends.

Will Handle Some New Lines

W. C. Myers, the widely known shoe traveler has returned to Toronto after spending a fortnight in Montreal. It is his intention to open up a permanent sample room in Toronto. Mr. Myers has been appointed selling representative for western and northern Ontario, and also for the prairie provinces, for the Star Shoe, Limited, makers of misses', boys', youths', little gent's, and children's McKays and turns. Mr. Myers will also handle the output of the Rena Footwear Co., Montreal, for western and northern Ontario, in addition to several other lines with which he has been associated for some time. W. S. Pettes has been appointed selling representatives of the Star Shoe, Limited, for eastern Ontario. Considerable new blood has recently been infused in the latter concern, and its selling organization and manufacturing facilities are now on a solid and progressive basis.

What Is Your Profit Like?

Have you a proper cash system in your business? Do you know whether you are making money or not? Or do you only think so? Many a man, by not properly figuring profits, not knowing the cost of doing business, the cost price of goods and fixing a fair margin between that and the selling price, has gone down and under. At the end of a certain period he imagined that he should have so much money, but, alas, has frequently found himself cheated by his own shortsightedness, lack of method or blind egotism. It reminds one of a story told by Mark Twain, who was discussing profit one day with a farmer friend. The deal referred to was connected with the hog industry. "Yes," mused Mark—and his story is a fairly representative one of many lines of business—"I knew a man down in Arkansas who paid \$1.50 for a hog. He fed it \$20 worth of corn and then sold the porker for \$12.00. He made \$10.50 on the hog, but naturally lost money on the corn."

Staff Equal to the Occasion

The Wilkinson Shoe Store, which has been established for many years in Windsor, Ont., and built up through the energy and enterprise of Captain Geo. H. Wilkinson, is doing a splendid business, notwithstanding that the head of the firm is at the front fighting for the honor and integrity of his country. At the outbreak of the conflict, Capt. Wilkinson patriotically offered his services and was called away within a few hours' notice, to join the colors,—the responsibility of conducting the business devolving upon his young and efficient staff. During the past six months, the volume of trade has shown a gratifying gain over the previous half year and, in spite of the prevailing depression, a most successful sale has just been brought to a close, the success of it being largely due to the catchy advertising prepared by C. M. Hyde, who has charge of the ladies' and misses' department, and also looks after the buying in that branch, and to C. A. Mayhew, the progressive head of the men's department. Mr. Hyde is a talented window trimmer and his splendid efforts in this line have contributed largely to the good showing of the past few months. Everything in the Wilkinson Shoe Shop is now in ship shape for an aggressive spring campaign.



CONFERRING ON RUBBER FOOTWEAR OUTLOOK FOR COMING YEAR

The Kaufman Rubber Co. usually hold a two or three day conference of the members of their selling force and head office staff, during the month of February, just previous to the opening up of the placing order season. A similar one is also conducted about the first of November each year, prior to winter sorting. At the recent gathering in Berlin, the salesmen were shown through the factory, and the various classes of goods under manufacture were thoroughly gone into. Criticisms and suggestions were made, which proved very helpful. A group portrait was also taken of "the boys" and several well-known faces will be recognized in the assembly.

Top Row—E. A. Chalk, North Shore; W. E. Wing, Sales Manager; J. S. Lovell, North Western Ontario; E. E. Code, Ottawa Branch Manager.

Second Row—J. S. Townsend, Hamilton; J. M. Snyder, Head Accountant; A. R. Kaufman, General Manager; E. J. Hill, Head of Order Department; W. S. Wood, Niagara District; J. E. Fawkes, South Western Ontario.

Front Row—S. G. Amero, Manager London Branch; J. H. Roedding, Factory Superintendent; J. C. Bryant, Central Ontario; L. B. Hutchison, Manager Toronto Branch.

Many Stocks Sold at Auction

An auction sale of several important stocks took place at Suckling & Co.'s auction rooms, 76 Wellington street west, Toronto, on March 24th, at which there was a large number of visitors. The insolvent estate of Allan, Cummings Co., Limited, Moose Jaw, Sask., dealing in practically all lines of goods and amounting to \$110,000, was sold to G. S. Lurie & Co., of Vancouver, at forty-six cents on the dollar. The stock of shoes, men's furnishings, etc., amounting to \$12,598 and belonging to Frank Wilson &

Co., of Midland, Ont., who made an assignment some time ago, was bought by W. E. Swales, of Midland, at seventy-one cents on the dollar. The stock of shoes and dry goods, of N. G. Wilson, of Vittoria, who assigned recently, valued at \$3,605, was purchased by O. R. Keeler, of Hagersville, Ont., at fifty-five cents on the dollar. The stock of Borbridge, "Foot Fitters," 82 Dalhousie street, Brantford, consisting of shoes, rubbers and a Goodyear 22-foot repair plant, all valued at \$12,746, was bought by Danford Roche, of Newmarket, at fifty-six cents on the dollar.



FRED W. MARSH



DAVID MARSH



WM. H. MARSH

UPHOLDING THE BEST TRADITIONS OF WELL KNOWN SHOE INDUSTRY

The widely known shoe manufacturing firm of Wm. A. Marsh, Limited, Quebec, which was founded by the late William A. Marsh over thirty years ago, is being energetically conducted by the sons of the founder. It will be remembered that Mr. Marsh died rather suddenly in July last, in the sixty-seventh year of his age, and his three sons are now actively associated with the business, Fred W. Marsh, the eldest, being president of the company, while David Marsh and Wm. H. Marsh are directors. Under their guidance, the concern is steadily progressing and business is reported to be in splendid shape.

Fred W. Marsh, the new President of the company, received his education at the High School in Quebec, and from there went to the Baptist College at Woodstock, Ont., which he attended for some time. He completed his scholastic course at McGill University, Montreal, in the spring of 1906, when he immediately entered the firm, being made a director in 1909, and becoming President upon the death of his father.

David Marsh, the second son, also studied at the Quebec High School and Woodstock College, afterwards attending Queen's University, from which he was graduated with the degree of B.A. in 1912. From college he went direct to Winnipeg and took a position in the Wm. A. Marsh Co., Western, Limited, a business which had been established by his father. When that firm changed hands in 1914 and became Congdon, Marsh, Limited, David Marsh maintained his position until the death of his father, when he returned to Quebec and became a director of the company.

Wm. H. Marsh, another son, was recently elected a director of the company. Educated at Quebec High School, Woodstock College and Toronto University, after leaving the latter institution he entered his father's business at Quebec two years ago.

All the boys are taking deep interest in the welfare of the industry and doing everything in their power to uphold the reputation and prestige that the firm have enjoyed for a third of a century.

Mr. Routier Buys McKeen Factory

That real estate is valuable in Quebec was shown a few days ago, when the property of Mr. Frank McKeen, situated on the corner of St. Valier street and Boulevard Langelier, was sold for \$20,000, the purchaser being Mr. Luc Routier. The sale of this property together with the contents of the shoe factory premises, which went into insolvency some time ago, took place at the offices of Messrs. Larue & Trudel, and under conditions the prices realized were satisfactory.

The sale attracted considerable interest and the bidding on the different items was active. In regard to the property the upset price placed on it was \$17,600, although its municipal valuation is fixed at \$28,000. As already stated, the property was finally allotted to Mr. Routier for \$20,000.

The other items of the sale were as follows:—

Findings, valued at about \$3,000, bought by Mr. J. A. Plamondon, at 27½ cents in the dollar.

Shoe machinery, valued at \$10,676.35, bought by Mr. C. E. Roy, at 10 cents in the dollar.

Tools and furniture, valued at \$6,331.47, bought by Mr. C. E. Roy, at 4 1-8 cents in the dollar.

Vehicles, harness, etc., valued at \$296.50, sold to Mr. Nazaire Fortier at 42 cents in the dollar.

Office fixtures and furniture, valued at \$577.75, sold to Mr. E. A. Shee, at 40 cents in the dollar.

Will Side Lace Be a Leader?

The side lace shoe for women will be a leader when the next line of samples are shown, is the opinion of leading pattern makers. Counter troubles are common to this style of shoe, some few firms having even tried to make this shoe without a counter, but thus far it has proved an unsatisfactory method, owing to difficulty of getting a good heel-seat, says American Shoe Making. The writer recently overheard a well-known pattern designer say that a special counter was needed for this style of shoe. Just how this special counter should be made he did not state, but did say that he had designed one that had given satisfaction. Such things do not long remain secret, however.

Succeeding in the Shoe Business in a Small Town

Conditions for Success are Easier than in Large Centres—Trouble with Average Town Retailer is He Lacks Inspiration and Enterprise—Does Not Know How to Buy or Attract People by His Advertising

"Well, small store, small office, small desk, small advertisements, small man, small hat, everything small except the stock; spring lines on the shelves August 1st and winter shoes and rubbers on the shelves March 1st.

"O, pshaw, what's the use trying to build a shoe business in a small town? Not much if any when one-half your stock is passe, when the window displays have not been changed in a month, when your advertisement in the newspaper, if you have one, has become useless and you are forever and ever only thinking of the chance in the big town," says H. D. Barrows, of New London, Conn.

"If the chance came in the big town would you know how to handle it? You say 'yes!' You are entirely mistaken. For you conditions for success are easier in the small town than in the large city because there is less competition.

"In the days I have been in the shoe business I have come to believe that the small man lacks enterprise. He's not half alive and he even doesn't know that. He doesn't know how to inspire or attract people by his advertising. He doesn't know how to buy. He doesn't know how to scheme and if this association can devise plans to get this party enthused, then it's a work to be commended.

"I knew a man who started, like thousands of others, in the shoe business in a small town thirty years ago, hoping for success, but with absolutely no plans how to do business and he lost nearly every dollar he invested in it. Why? To console himself (you know misery always likes company), he would make periodical visits to his competitors and they, like him, would agree that business was very dull, and hoping when the weather got warm that business would increase, or when the snow came, that the same result would happen. Those small men are never prepared for either.

"I'm told the leading restaurants in the country are always prepared for any change in the weather. They plan in advance what to do on a hot day and they are prepared to serve you accordingly. Now if this small dealer to whom we call attention had his stock, inside and outside of his store, and his advertising plans prepared in advance, what would happen? Sufficient results would come to produce enterprise, new life and new inspirations; and it appears to me he would begin a profitable career which would not only make him successful in the little town, but in a larger field, likewise.

You Cannot Buy Success

"There is absolutely no standard set of rules to follow to achieve mercantile success. You cannot buy it, but you can get an inspiration from this and other conventions of shoe merchants that will live in your life as long as you ought to live, and if you get the right kind of inspiration you will live longer than some of your competitors want you to.

"Now if there are no standard rules, there are various viewpoints to consider. A Frenchman at Niagara Falls said, 'Wonderful, beautiful, marvelous, magnificent. What an inspiration for an artist.' An Irishman who was near the Frenchman, said, 'Be jabbers, what a place for a saw-mill.' There are various viewpoints, but I maintain, with proper enthusiasm, with push, enterprise and common sense, the Frenchman would make a success, and likewise the Irishman.

"If you consult the mercantile reports regarding small town shoe retailing conditions you will find the majority

of dealers are rated from \$300 to \$500, with a credit standing of double D, double O, X, Y, Z. Now I have in mind an acquaintance who struggled with all the horrors of daily running behind for some few years. Why? He was so small he could not see the opportunity in the small town, but imagined he could see the chance in the large one, so he just waited for trade. He sold out, having enough left to buy railroad tickets for his wife and daughter to the house of his mother-in-law. He had saved a little of his capital, but he had lost considerable and also a few years' time and labor.

Transforming a Small Man

"Now I come to the point which I hope may be an inspiration and of future service to this convention. This man began to think (and it's never too late to do this), and to plan and to scheme. He sought the advice of successful merchants. You know if you go into an enterprising store and compliment the proprietor and ask his advice, he will always invite you into his office and you will come away with an inspiration. We read about conversion and miracles, especially thinking the latter is a lost art, but as sure as the sun rises both happened to this man and in twenty-five years he has been transformed from a little, insignificant shoe dealer in that little, small town, under those small conditions, to a man who to-day is worth thousands upon thousands of dollars.

"Let me tell you how he did it. To begin with, he raised capital sufficient to pay for his merchandise when it came due, and I'm only just going to use just one buying illustration to show how he planned. Over twenty years ago he went to Brockton one day, doing so on the advice of a friend in a small town who was a shoe jobber. Now watch the inspiration and the results of that instruction.

"He arrived in Brockton, entered the office of a shoe manufacturer who sold the jobbing trade exclusively, as they did in those days, and inquired for floor goods. He was shown twenty cases of a shoe named the 'Mohawk' which was jobbing at \$1.60. In an instant this man knew the shoe. For he had paid the makers \$1.60 a pair for many cases of them, in that little former small town, where he was doing business in his little, small way. Well, he said, 'What does the firm pay for this shoe?' '\$1.45.' 'What's the trouble?' 'Tag made out wrong; heel and shank are black, but otherwise all right.' 'How much for the lot?' '\$1.20, regular discount,' and that man's lack of method in doing business was such that he didn't know how much seven off was. Now, gentlemen, seven off from \$1.20 is \$1.11.

Inspiration Has Seized Him

"Without making any further reference to any other future days that man returned home, not a small retailer, although in a small town, but a big man in the small town. Why? Because of an inspiration, because he saw a chance of future success and no possible chance for anything else. He could give his customers for \$1.75 a \$2.00 article and make a profit. The realization of this fact caused him to change the size of his advertisement, it changed the character of his advertisement, it changed the enthusiasm of his advertisement, and it changed the entire atmosphere of that little store. I am not making any reference to regular goods: I know he must have them, but carrying and handling them

did not need the enterprise, because there is less profit in them and the responsibility for getting rid of them proportionately greater.

"That gentleman's little, small store, in a little, small town began to be talked about and the people began going there. He had been converted. A miracle had happened. If you are on the right road and you know it, you cannot help make a success of a little store in a little town, you can make a success of a half dozen little stores in little towns, or even a dozen big stores in big towns—and this is just what happened to my friend.

Made \$300,000 in Small Towns

"He began to carry a small jobbing stock and he bought from the trustees a half dozen stores with the fixtures thrown in and the stock at about fifty per cent. In every instance he has made the stores pay about \$2,000 each per annum, thus making \$12,000 a year. Multiply that sum by twenty-five years and you have \$300,000 made from retailing in small towns, by a small man, ycs, one who was always complaining about small town conditions, but who, since he became converted, is now very enthusiastic to recommend them the small town as a good place to make money.

New Made-in-Canada Line

Duclos & Payan, St. Hyacinthe, P. Q., have added a new line in their genuine fibre counter recently put on the market. Duclos & Payan have started the manufacture of fibre board at their plant at Chambly Canton, which is situated near St. Hyacinthe, and are featuring the new line as one which is "Made-in-Canada" in all respects. They state it has already received a great measure of popularity

New Shoe Concern Formed

Campbell-Winn, Limited, have been granted a charter with a capital stock of \$40,000 to carry on a shoe business. The headquarters of the firm are in Toronto and the members of the company are Sheridan Campbell, Alf. Winn, and others. Campbell & Winn are operating two Sample Shoe Stores on Yonge street—one at 310, being under the



A. WINN, TORONTO

management of Mr. Winn, while the other, which has just been opened up at 256½, is under the direction of Denis Rowan. This new store is a neat, compact one, with handsome front and tiled entrance. The woodwork of the windows is in bird's eye maple, and the display facilities are excellent.

and anticipate that the trade in Canada will take kindly to the novelty of Canadian fibre counters which, although cheaper, have the good qualities of the leather counter.

Newsy Notes From Quebec

C. Tremblay, formerly in charge of the sole leather room of Lachance & Tanguay, has taken charge of the same department at E. Tremblay's.

Rene Poirier, Colomb street, has opened a shop to manufacture duck and canvas shoes of which he will make a specialty. He is located in the building occupied for many years by Joseph Pruneau.

Manufacturers are working on the completion of their samples for jobbers, a large number of whom have visited the Ancient Capital during the past few days. All the manufacturers are looking forward to a fairly busy season.

J. & A. Martin will remove on May 1st to the building formerly occupied by E. Cote, tanner, 117 Charest street, who is now chief hide inspector. This firm are growing rapidly and are making a specialty of heavy tan kip shoes in pegged and standard screw.

Some of the enterprising retailers of Quebec made very attractive window displays for Easter and among the most striking were those of L. F. Falardeau, Myrand & Pouliot, O. N. Shink, Jos. Plamondon. They all report that business is very good and sales equal to last year for the corresponding period.

Has Made Good in Canada

"Mention has previously been made of shoe factory superintendents from the United States who have gone up into Canada and succeeded so well that we have never been able to get them back," says "Hide and Leather." "Prominent among these gentlemen is Frank J. Boyden, who is as well known in the States as in Canada. Mr. Boyden was formerly located at Dover, N.H., and took charge of the St. Hyacinthe factory of the Ames-Holden Company in 1903. He moved into a partially empty building which he soon had running to full capacity and built a large addition along his own ideas that greatly increased this capacity. At St. Hyacinthe Mr. Boyden made nearly 500 different lines of footwear, which is a severe test of any man's ability. Practically all of his factory employes were French-Canadians and Mr. Boyden exhibited unusual skill in handling them.

"It was at the St. Hyacinthe factory where the story was told of a visitor who was interested in learning that Superintendent Boyden had enforced a rule that any employe who became intoxicated three times would be discharged. The visitor thought this a good idea but noted a sign on the elevator reading, 'Cet elevator pour le fret seulement. Si vous n'avez pas de charge, marchez,' which he interpreted as follows: 'This elevator is for freight only. If you are not loaded, walk.' Behold the predicament of the poor employe! If he got 'loaded' three times he would be fired, and if he wasn't 'loaded' he had to 'marchez.' The situation was made clear when the French sentence was correctly read, 'If you haven't got a load, walk.'

"Coming down to the present: Mr. Boyden left the St. Hyacinthe factory about a year ago and is now manager and superintendent of the Slater Shoe Company, manufacturers of 'The Slater Shoe,' in Montreal, Canada. He is making a line of men's shoes to retail at \$6 and \$7 a pair and has incorporated many new, snappy lasts and styles into their samples. Mr. Boyden has made many changes in the factory since going in and now makes practically everything from dancing pumps to military shoes.

New and Graceful Lines in Vamps, Etc.

(Continued from page 30)

Effects, except in the rather flashy novelties, are quite plain. Lines in many cases are rather straightened out. The military influence is to be seen. In many cases eyelets are invisible, either clear to the top or with three, four or five small hooks. Either flat or round laces are used, and generally they are of smaller diameter than usual, except in established staple styles. Some shoes are entirely without perforations. Most perforations are small and fine.

Novelties include striking gaiter and military effects. Novel effects are many of them obtained by flashy color combinations, or by odd and freakish vamp, quarter and throat lines. Here, too, perforations are often in evidence.

In fancy novelties for men, almost anything unusual goes, and your guess is about as good as that of another man's, when you try to estimate the possibility of sale for them.

The Models for My Lady Fair

Speaking of the evolution of fashion in women's foot togger, this is how the Shoe Retailer sizes up the situation:

its considerable sale has led manufacturers and salesmen to believe that it may be a good number in the fall.

Button boots have not disappeared from the samples by any means, and there are many manufacturers, as well as retailers, who have about concluded that with lace effects common in the cheaper, as well as the high-priced lines, that conservative women will buy button boots in the fall. Besides this it is claimed for the button shoe that it is so popular that it will be difficult to drive women out of them.

Military Trimmings

The button boots have even more right to the name "military" than lace boots, as buttons are distinctly a feature of military uniforms. It is said that any garment bearing the name "military" will sell just now when matters of a bellicose nature interest everyone. There are handsome brass buttons on some shoes, and all manner of military braiding, frogs, stripes of gold and silver, bars, eagles and stars and the ensignia of rank on some of the fall samples. With blue, cadet grey or army red toppings these shoes are very showy, and may get as far as the window in most stores. Retailers should not be confused by the rainbow array of colors and glint of tinsel and gold, but should buy the more



MAHOGANY TAN OXFORD, CIRCULAR VAMP AND FOXING, LIGHT GREY TOP. BY REGAL SHOE CO.



WOMEN'S MILITARY BAL, PATENT VAMP AND FOXING, PUTTY CLOTH TOP, LOUIS HEEL, PATENT EYELET STAY. BY SMARDON SHOE CO.



SMOOTH KING CALF BAL, GREY CLOTH TOP, STITCHED TIP, OUTSIDE EYELET STAY, RECEDE TOE. BY REGAL SHOE CO.

Where two or three seasons ago style was a matter of heels chiefly, and the season before that lasts and materials, to-day it is largely a matter of patterns. The last question is not bothersome, and two or three styles of heels are to be the sellers without dispute. Most dealers are concerned as to whether they should buy button or lace boots for fall, and in what heights and in what patterns. In lace boots, as well as button boots, there are many high cuts, due to the fact that women who follow the ultra fashion are wearing their skirts quite high from the ground. There are many ten and eight-inch boots in the fall samples, and the ordinary height has been raised from six to seven inches. The high heels which prevail give the boots now being shown a specially high appearance. It is believed that there will be a good fall sale of high boots, and in fact, boots being bought from stock at the present time have seven to eight-inch tops. The makers of high-priced shoes are showing higher tops freely.

A pattern of lace boot that is selling well in the larger cities just now is the inside lace pattern. Years ago this style had a long run, and while it is presented as a novelty now

conservative styles which would survive should the war suddenly end.

New Lines for Vamps and Foxings

It would be an almost endless task to attempt to describe the varied effects in foxings, lace stays, tops and trimmings. In a general way, however, the straight lines of the vamp and fox which have been so popular are giving way to very slight graceful curves, although there are many cut-out and panel effects to entice the admirer of the shoemaker's art. Lace boots are piped with military stripes of braid or leather sewed close to the edge and outside the eyelets, and also through which the eyelets show. Narrow piping inside the eyelet stay seems to be in favor at present, although all styles are said to be selling.

The Inside Lace Boot

A feature of the inside lace boot is the new pattern which brings the bottom of the opening further forward than when this style was shown a half dozen or so years ago.

This makes it possible to slip the foot in easily and also assures a better fit.

One of the newest designs in oxfords is an imitation outside lace pattern. The shoe is really a semi-colonial pump and the imitation laces are simply for ornamental purposes.

The ornaments on semi-colonials are small jet or pearl buttons, jewels, a single military button, or very small steel



PATENT MILITARY BAL, KHAKI CLOTH TOP, PATENT EYELET FACING, LOUIS HEEL. BY KINGSBURY FOOTWEAR CO.

clusters. There is a wide variety of ornaments, but it is noticeable that no bows or buckles are being used. Slippers and semi-colonials will be offered for early fall dress wear.

Many Fancy Tip Designs

Tips on shoes have engaged a lot of the manufacturers' attention. The diamond tip, brought out last fall, has been popular, although out of this has grown other styles of tips. There are cut-out diamond tips, imitation diamond tips—very pretty too on patent leather stitched with white thread; small shield tips, and a few low wing tips. There is little perforation shown in fall samples. Only the very smallest perforations are used on shoes that will stand for it at all. A few tips are punched, but the plain tip is better. Tips are in many cases made in colors or materials to match foxings only.

Foxings are still very low and the tailor fox, extending up the back, bids fair to continue popular. This fox is a necessity in most cloth top boots, as the swish of the skirt wears out the unprotected cloth within a few weeks after the shoe has been put on. Blucher effects are seen on many semi-colonials for fall, and in a few boots. The boots are not real bluchers, that effect being produced in the patterns. Napoleon tops are among the new effects, also crescent tops. These are shown in both lace and button styles.

Buck and Colored Cloths

For toppings and quarters cloth is the most popular material. The shades of grey and fawn, so popular as a mid-season proposition late last fall, have given way to sand and putty colors, which are in demand just now in popular grades, while in higher priced boots genuine buck makes the most satisfactory top or quarter, with some ooze calf being used. Imported French kid is being used for entire shoes and for toppings. Imported kid in shades of tan is also being shown liberally.

Tan Russia calf has had a real revival and is gaining strength right along. It is likely to have a good sale from stock departments and will be a factor in the fall selling. The shades of tan are dark, and the tan vamps are combined with sand color cloth tops or with real buck toppings. The

tan boots are not of the heavy appearance last popular, but are principally in lace with military features, small perforations and high tan leather Louis heels.

Bronze kid is also growing in strength, although the manufacturers, remembering their experience of four or five years ago, are particular to the tonnage and are using only the best imported kid stock.

Changes in Shoe Materials

In shoe materials there have been some radical changes. Patent leather and black cloth have survived and are likely to be "good" the coming fall. Manufacturers are having much difficulty in securing satisfactory patent leather. Patent coltskin is almost out of the market entirely, while all other kinds of patent leather, except kid, ranges high in price. Patent sides and patent calfskins are being used principally, with an increasing sale of patent kid.

There is a most noticeable demand for both mat and glazed kid, and this leather is being used more liberally at present than for a good many years previous. Kid shoes with cloth tops are to be popular sellers the coming fall. Black calf is holding its own. Velvets have not revived, and silks are out of the running.

Full Louis Leather Heels Favored

Boots for fall will continue light, with six to eight iron soles. Turn boots continue popular. The heel most in favor is the full leather Louis, two to two and one-half inches in height, which has displaced the Cuban-Louis and other styles of French heels. The half-Louis will sell, also the peg heel to some extent, and the Cuban heel where it is desired to have the extra cost. Louis heels are built up in two sections, and the cost cannot be avoided. In fine slippers nothing will take the place of wood full Louis heels. These are covered with patent, celluloid or with material to match the top or fox.

Many Striking Novelties for Women

Getty & Scott, Limited, of Galt, are right to the forefront with all the latest things in women's fine shoes and



GENERAL JOFFRE BOY'S LAST, VISCOLIZED SOLE, REINFORCED SHANK, SOLID FLAT 8/8 HEEL, ROUND TOE. BY THE STAR SHOE CO.

the range of samples surpasses anything ever turned out by this enterprising firm. All the naggiest models and combination effects are observed and it is impossible to indicate more than a few of the outstanding shoes shown to the trade. The side lace bal, the military bal, the gaiter effect in both bal and button, and numerous other offerings down up to the minute are presented, which in beauty, fit, finish

and workmanship, are sure to make a strong appeal to the trade. The coming and present season is one that is remarkable for novelties and striking effects in patterns and fabrics. In the Classic line there is seen a side lace bal with patent vamp and foxing, leather Louis heel, on the Fifth Avenue last and carrying either a champagne or putty kid top. A Cossack bal with Belgian blue silk topping, narrow black braid piping, with fancy side effect and patent vamp and foxing on the Brooklyn last, is another winner. A novelty in black and white is a bal, with white buck vamp and foxing on stream lines, black corkscrew top and white calf lace facing, with Louis leather heel. Another outstanding creation is a full white calf bal, with patent pointed tip, patent low foxing and lace facing. A Napoleon with patent forepart and foxing, white corkscrew leg seventeen inches high, topped with a three inch patent collar and patent lace facing on the Alsace last, is attracting much interest. Several models are witnessed in bronze kid with bronze silk tops. The height of most offerings is eight inches and the leather Louis heel, is the leading one. Some choice and extremely smart creations are seen in side lace shoes with patent Napoleon vamp and Belgian silk brocade quarters, and on a few there is a facing of gold silk braid. Another effective shoe is a bal with tan calf vamp and foxing, tan check cloth top, and tan eyelet facing on the Fifth Avenue last. In other presentations are seen fawn, grey, sand, blue, khaki, putty, etc. For the most part vamps are of medium length with pointed, medium pointed and medium round toes, and also stage effects. The firm believe that the square French toe is a dead issue, although it had quite a vogue in some centres last season.

In the line for growing girls, misses, children and infants the military effect has been faithfully carried out in every detail. Plain toes are extremely strong to lighten up the range and cloth tops are supreme. Patent is still the leading leather in all samples, while there is good showing in gun metal and kid. One fascinating shoe for infants is a button with crescent top, patent vamp and foxing, white calf quarters and narrow patent collar, with tassel. The entire range of Classic shoes has been shown in Toronto



STORM CALF PROSPECTOR'S BOOT, 10 INCH LEG, VISCOLIZED DOUBLE SOLE, BELLOWS TONGUE. BY T. SISMAN SHOE CO.

for the last three weeks by Mr. S. J. Anderson, who reports that business has been exceptionally good. Mr. Anderson is now covering the larger cities in the place of Mr. Wm. Chamberlain, who, since the elevation of Mr. F. S. Scott, head of the firm, to a seat in the House of Commons, is directing affairs at the factory.

The Regal Shoe Co., Toronto, in their presentation of

fall and winter styles have added considerably to their range and are now making a staple line for women on a medium round toe last with commonsense heel. For growing girls and as walking shoes the collection is unsurpassed and fully up to the high standard established by the Regal Co. in their men's line. The principal leathers are smooth King calf, patent, vici kid and some come in tan. A large



MAHOGANY TAN BAL, CIRCULAR VAMP AND FOXING, KHAKI CLOTH TOP, RECEDE TOE. BY HARTT BOOT AND SHOE CO.

number have cloth tops and leather eyelet facing. In the range for men two snappy new lasts have been incorporated in the splendid assortment of the company. They are the Ritz and the Briton, the former having a recede toe with some swing, and the latter a fuller and wider toe with more spring. Cloth tops are much in evidence in bals, button and bluchers, the principal colors being grey, medium oxford grey, black, blue, sand and tango. In both dress and business footwear the combinations are very pleasing and yet not loud. On a few models there is seen fancy foxing. The samples for men number about one hundred in all. A button boot of folded pattern, patent leather, black cloth top, plain recede toe and nine buttons is a particularly handsome offering. In tips there are observed stitched, single and two cord effect, and in bluchers are Raglan, Brogan, whole quarter and Berlin patterns. Nature's Doctor shoe with orthopedic shank and flexible arch is taking well with the trade. It is on a broad, comfortable last. Another model of interest is a semi-military dress shoe with plain recede toe, no box, and made in smooth King calf. The company have manufactured a number of prospectors' and hunting boots of sixteen inch leg, Walpole welt (rubber insert) full bellows tongue, with viscolized double sole, and in chrome calf, this boot being waterproof. There are rubber sole and heel offerings, and a nice line of pumps for men in patent and dull leathers as well as numerous other lines, which make the showing complete and representative in every respect. The company report that their in-stock department is doing a rushing business while the factory is working to capacity.

Cloth Tops for the Young Man

The Cook-Fitzgerald Co., of London, Ont., in their line of samples for fall and winter are quite up to the high standard always maintained by them. Embraced in their offerings are the newest samples in cloth toppings of sand, fawn, dreadnought and black, and some most pleasing combinations in patents, tans and gun metals in black and buttons have been evolved. Some have the patent or calf stay while others are severely plain—a quiet elegance that must

appeal to the well dressed man. Several are embellished by large ornate flat buttons, while others have a dull button that makes a particularly strong setting for the gray or fawn tops. One neat shoe of gun metal and dreadnaught cloth is a bal in a gaiter effect. This boot is made on a receding toe model and many rush orders for Easter were turned out in this particular style. There is the button



MILITARY BAL, PATENT VAMP AND FOXING, FAWN CLOTH CORKSCREW TOP, SPOOL HEEL. BY JOHN MCPHERSON CO.

gaiter model also, but the bal appears to be the best seller. The company are showing the usual number of smart lasts and they have always been right to the front in style trends. One model that is creating some talk is their "Shorty." As the name implies, this has a short vamp, high arch and high heel effect and should prove a winner in those centres where abbreviated vamps are always in strong demand. Then there is a moderately low toe last that fits in very neatly in this line and will likely prove welcome with those seeking to avoid extremes of fashion and yet desire to have their feet trimly shod. There are several other attractive lasts and in the company's heavy boots with viscolized soles, the samples have that good shoe making look which puts them in the top notch class, being strong but not clumsy. A specialty is made of kid shoes and the range shown is large. Bals and bluchers are displayed on straight lasts such as the "Broker" and "Victory," as well as on the wider models "Whale" and "University." There are felt and cushion innersoles samples and felt and wool lined with chrome and felt soles, for those who want dry feet. The whole range is the most comprehensive and representative that the firm have ever shown, and their regular corps of salesmen are now on the road. J. G. McDiarmid again covers the larger towns from Winnipeg to Victoria, J. T. Sutherland from Toronto to Quebec, L. W. Johnston the Maritime Provinces, and A. A. Orendorff, Western Ontario from Toronto to Windsor, John Lauffer and Ed. Saix show the line in the smaller towns of the Western Provinces, with T. C. Murray, monarch of all he surveys, in the far Northwest with headquarters in Prince Rupert.

Plain Neat Models for Men

The Hartt Boot and Shoe Company, of Fredericton, N.B., believe that styles for fall are going to be plain, much plainer than ever before, and that black calf leathers will predominate, with a certain percentage of tans, and also patent and kid. In all probability kid shoes will sell a little better during the coming season than they have for some time. Cloth tops are likely to be a strong feature and very popular, and the general trend of high grade shoes will be

to have styles as neat as possible. The company are displaying a number of pleasing combinations of fabric and leather, one particularly attractive shoe being a mahogany tan bal, with circular vamp and foxing, khaki top, mahogany eyelets and hooks, and rather narrow recede toe, with tip of small perforations. There are numerous other equally attractive models, and the Hartt Company look forward to a good season with the finest line they have ever turned out.

Fabric Tops in Big Demand

The John Ritchie Co., of Quebec, report that they have added ten new lasts for the fall season and that there is very little change in patterns and materials from those shown for spring. The jobbers, who have just finished their sample buying, have sampled largely on heavy footwear mostly on a medium round toe last, which, of course, is more appropriate for fall and winter. The retail trade, however, are taking strongly to a narrow recede toe last which the firm have just added to their line, and the prospects are that this model will be a big seller for the city trade. Cloth tops are in large demand in a variety of shades. This is especially true in women's bals with outside facing, and at the present time large quantities of these are being made by the company for Montreal and Toronto customers.

C. N. W. Shoe Co., Limited, of London, Ont., have added four new lasts for welts, three for turns and seven for McKays, for which latter they are installing a very complete and up-to-date line of machinery. In their fall samples they feature very strongly cloth tops in putty, sand, battleship grey and all the newest shades, with patent and gun metal lace and buttons in the military styles. The samples carry the fashionable heels of the season such as Spool, Spanish, Spike and Louis, and a large amount of immediate business is anticipated by the company on these lines. They are featuring also a new line in welts, turns and McKays, which they have named "Aunt Mary's Out-sizes," which is a neat looking, large fitter for fat ankles.



PATENT VAMP AND FOXING, GREY CLOTH CORKSCREW TOP, SPOOL HEEL. BY JOHN MCPHERSON CO.

All the vamps on their fall samples are shorter than last season and while they feature the military bal, they think that the neat and dressy button shoe will always be a favorite.

Williams Shoe, Limited, of Brampton, have just completed a neat line of samples for fall, which, for appearance, durability and comfort, they believe surpass anything heretofore put on the market. The range embraces something over 250 lines, and the firm are giving special prominence

to boys' and youths' footwear on new and stylish nature lasts. They are also showing a complete range of men's in sporting and high grade staples, and have not overlooked their waterproof and general service lines, in their regular range. Throughout they have a complete and most modern selection of lasts. They have recently opened a warehouse in Regina and stocked it with a comprehensive line of goods for the West, and expect that a large sorting business will be done therefrom. They have also established a warehouse in Truro, N.S. The western branch is under the management of G. W. McFarland, who is a thorough shoeman and knows the prairie provinces' requirements from the ground up. The eastern branch at Truro, N.S., is being looked after by Messrs. Killam & Semple, who are well known to the lower provinces as wide-awake and up-to-date shoemen.

Featuring New Side Lace

The Blachford Shoe Manufacturing Co., Toronto, now have their fall models completed, and their range is replete with many practical and beautiful suggestions in the coming modes in women's exclusive footwear. Every effort has been concentrated to repeat for next fall their success of the past season, in supplying their customers with the very latest styles in bootwear at the same time as these are in demand in the large cities. In their new range of offerings, the coming side lace boot is possibly the most distinctive feature shown, and it is felt that in the better trade, this is a style which will be warmly welcomed. In many leathers and colored combinations this shoe is being produced. Tan boots are looked upon as the leading design for next season, and many new effects in these are revealed. Colored leather tops, with piping and panel combinations, afford numerous novel and handsome creations. The pointed tip will be seen in the higher grade styles, and is a pleasing innovation in connection with these presentations. The Blachford Shoe Manufacturing Co. report that during the past few months they have had continually to work their factory on extra time, and yet were forced to disappoint many who called on them to furnish the season's big sellers. This is a happy condition for a new plant, under the present general trade conditions, and speaks volumes for the success of the company's efforts to bring forth new and better shoes at popular prices.

THE CLOTH TOP SHOE FOR MEN

By C. J. Fitzgerald, of Cook-Fitzgerald Co., London



The cloth top shoe is undoubtedly the sensation of the hour in shoe circles. It had its inception in the fertile brain of a genius, who was seeking to evolve a shoe at a price. Leather was mounting to higher flights day by day, and what was more natural than to turn to cloth in combination with leather, especially when a boot for women was desired.

So many and varied styles of boots with cloth tops to match gowns were on the market, that the vogue of this style of footwear became pronounced. To-day there is not a factory in the land making women's shoes that the proprietors are not at their wit's end in an endeavor to meet the demand for this character of boot. The writer was in a factory recently when an out-of-town merchant rang up on the 'phone, seeking to reinstate an order for cloth top boots which had been cancelled six weeks previously. He wanted something in the way of a fawn and grey cloth top in patents and gun metals, for Easter. He was calmly told that he

would have to take his turn with others who were in the same predicament and that May would be as early as he could be accommodated.

The craze has also extended to men's shoes and no retailer, with any pretensions to carrying a first class stock, would consider his lines complete without buttons and bals in varieties of cloth toppings, notably fawn, sand and dread-naught. How long it will last is a question? So great is the demand for these shades of fabric at the present that the mills cannot turn them out fast enough. A great deal of the material comes from England and the uncertainty of deliveries, owing to the war, has added to the manufacturer's worries. Cloth tops, as a rule, are seen on the feet of the young men, who are, after all, the mainstay of the shoe business, especially for those manufacturers who aim to keep abreast of the times. Some maintain that, like all other fads, cloth tops will run their brief day, and be forgotten until there is a demand for something new in another day and generation. For a summer boot they are unmistakably cooler than an all leather foot covering, but they have their drawbacks too as they are easily soiled and, in the button varieties, there is a tendency to stretch, particularly when the cloth is of a loose weave. However, "sufficient unto the day is the evil thereof." They are here and we must make them.

WOMEN DEMAND COLOR AND FANCY EFFECTS

By Wm. Chamberlain, of Getty & Scott, Galt.

The introduction of fabrics to such a large extent in women's high grade footwear is one which the makers will welcome for many reasons. Speaking, in a factory sense, there is no loss in materials and better and more satisfactory results can be obtained in the cutting room. In leathers there is naturally considerable waste and lack of uniformity such as on the neck, "pockets," and other parts. Some portions of the skin being thin and soft and others too heavy, the manufacturer cannot use these up unless he is turning out a cheap line of footwear. In a quarter of beef there are what the meat merchant calls prime cuts and inferior cuts, and the same terms might be applied to leather when used for uppers. With fabrics there is uniformity and evenness throughout and in case the buyer should have too much of one color or a sudden change in popular demand should make it necessary to secure some other hue, black is always a staple. Any colored textures can be dyed dark, making the risk with the factory of very little moment. We buy our cloths "in the grease" at the mills and have them dyed whatever hue we desire. As for economy in prices over leather there is not any, as the cost of the better grades of fabrics is from twenty cents per foot up. The manufacturer of women's high grade foot togger, I believe, welcomes colored tops for the reasons that I have already pointed out—the elimination of waste and loss in cutting. This season, there have been few changes in lasts, but the catchy new models are presented in a large number of pleasing and pretentious patterns and patterns cost the manufacturer much less than new lasts.

Who is responsible for the rapid changes in women's footwear? The last makers, the pattern makers and the manufacturers are all blamed by the retailer for the millinery effects. I believe that it is the women themselves who demand the alterations and varied colors. There are custom shoe shops in New York and other large cities which make up footwear of exclusive design and modes for act-



resses, and the wealthy ladies seated in the boxes and the front rows at the principal Broadway theatres admire the superb foot covering which matches the splendid gowns and naturally desire something equally as striking and effective, and they get such shoes too from custom shops. Then Fifth Avenue and other aristocratic retailers, always on the lookout to be in the vanguard of fashion, appeal to makers of widely recognized prestige to copy the effects. Thus we have the changing expressions and combinations. The whims and foibles of women must be gratified and the leaders in styles will always insist upon something novel, unique and pleasing. Can man circumscribe the infinite variety in women's millinery—no, and he will never be able to limit shoe styles as long as the alterations appeal to the artistic taste and judgment of the fair sex. With the return to the lace shoe women have seen the many beautiful combinations and contrasts that can be effected, and her wish is law. Naturally, there are many smart dressers among the male persuasion, and the young man will do something to please the feminine eye. Colored tops and other combinations have spread to men's shoes although, of course, in less pronounced degree than in women's. As long as the gentle sex love color, diversity, contrasts and innovations in shades, patterns and materials, there are likely to be numerous novelties in milady's footwear.

Making Good in Selling Game

Everett Hanson, who represents the firm of Clark Bros., St. Stephen, N.B., in the Maritime Provinces, was born in that thriving town and educated in the high school there. He spent a number of years in the office of the cotton mill and in the hardware business, and is now a live ex-



ponent of the shoe selling game. He is doing an excellent business for his firm and already has made a large number of friends in the trade. Mr. Hanson is a man of genial disposition, obliging manners and optimistic nature. He is a tireless worker and believes in keeping on the job.

Work of Art in Shoedom

The drawing of the snappy, smart model of side lace boot, presented by the Blachford Shoe Manufacturing Co., Toronto, and shown on page one in this issue, is the work

of the art department of the SHOE AND LEATHER JOURNAL. This distinctive creation, which is of the most approved conception, is typical of the Blachford range of exclusive and dignified offerings in ladies' fine footwear.

Death of Popular Shoeman

Wm. E. Sinclair, a prominent shoe retailer of New Westminster, B.C., passed away, after a short illness, on



March 26th, in the Royal Columbian Hospital, in that city. He was ill only a couple of weeks. The late Mr. Sinclair was 38 years of age, and was born in Bridgetown, N.S., going to British Columbia in 1895. He first started business in Kaslo and afterwards removed to New Westminster, where he had ever since been engaged in the footwear line. Beginning in a small shack in that city he gradually built up such a trade that the Sinclair shoe store is now one of the finest and most imposing in the west, being 136 feet deep by 16 wide. Mr. Sinclair was widely known and highly respected. He liked the west and was never tired of speaking of its advantages and potentialities.

New Position for Mr. Fleetwood

Changes in the staff of the Ames-Holden-McCready Co., caused by the promotion of W. M. Angus to Montreal, have proved of interest in St. John, N.B. E. J. Fleetwood has been made manager for the Maritime Provinces and the choice is a popular one, not only with the shoe trade generally throughout Eastern Canada, but with friends outside the "pale" as well. For sixteen years he has been in the employ of the company and his record has been most satisfactory, so that his promotion to the office he now occupies is regarded as most deserving as well as complimentary.

Another change of interest is the promotion of Stewart C. Mitchell to the important office of sales manager for the Maritime Provinces. The record of Mr. Mitchell with the company dates almost as far back as that of Mr. Fleetwood and is equally creditable. He has represented Ames-Holden-McCready, Limited, for thirteen years in different parts of the Atlantic provinces and has taken up his new duties with a thorough understanding of the requirements and a training which should stand him in good stead and cause him to cope with the demands upon him, efficiently and satisfactorily. The best wishes of numerous friends will be extended to both officials in their new positions.

Friends in the shoe and leather trade throughout Eastern Canada will hear with regret of the death of John Leck, of the traveling staff of H. Horton & Sons, leather manufacturers, of St. John, N.B. His death followed an operation for appendicitis.

Some Lively Comments on Military Boot Situation

What Correspondents and Manufacturers Have to Say on Several of the "Points" Brought Out at the Investigation—How Misleading Reports Create Prejudice against Manufacturers—A Few Facts not to be Overlooked

A representative of the SHOE AND LEATHER JOURNAL ran across a prominent tanner the other day and incidentally this question came up of the Commission of Inquiry into the Army Shoe Contracts. The gentleman in question had no axe to grind and his attitude was entirely that of one interested in the general welfare of the shoe and leather trades.

Said he, "I think the shoe trade of this country is being made, in the first place, the goat for government officials who neglected to provide proper samples and specifications for the shoes required for the Expeditionary Force. There seems to have been no responsible qualified head to the stores department, and under the circumstances every factory seemed to become a law to itself. Inspectors were put on the work, some of whom didn't seem to know a Goodyear welt from a McKay, nor side leather from calf. All kinds of instructions for substitutions were handed out, and no one appears to know now where they came from. The Militia Department apparently had no definite idea as to what was wanted and no one at the commencement to advise them as to changes made in the character of the shoes. The evidence, so far, shows this very clearly if it shows nothing else.

"The result was that there were variations in the material, not of a fraudulent nature, for the officials admit that the changes were made under their eyes and in most cases with their consent. The substitution of chrome side leather for calf could not be considered as a fraudulent matter, as in some cases the side leather might be even better than the calf. The general evidence seems to show that the manufacturers produced a good shoe for the money and one that would have stood the ordinary wear and tear of barrack or summer camp life, such as in fact the Canadian militia had been accustomed to. No one could expect these shoes to stand the slush and mud of Valcartier or Salisbury Plains, and the man who did must be a fool. I have seen a great many of the shoes and both as to material and workmanship they were good samples of the ordinary shoe for which Canadian wearers are accustomed.

"The unfortunate part of the affair is that the political use to which the alleged irregularities have been put in the investigation, has not only injured the individual manufacturers but the entire shoe trade of Canada. It has put Canadian shoemaking in an unenviable light at home and abroad. Now, I know all the manufacturers interested in these army contracts, and with one or two exceptions, they would scorn to skimp the shoes whether made for the soldiers or for ordinary trade, when made as they usually are on a fixed price. At the time the contracts came in, trade was exceptionally dull and the price was accepted as about covering cost and offering only the advantage of keeping the plants moving. Some of the manufacturers who had to import certain lines of materials lost quite a lot upon the filling of their orders, nevertheless made every effort to make the goods according to requirements."

"I was in Ottawa the other day and naturally dropped in at one of the sessions of the Commission or Court of Inquiry. A man gave evidence that the tongue in one of the shoes shown was sheepskin and said that the heel was 'rotten,' being made of scrap. Another witness was called who was an expert shoemaker, and he declared, as did others present, that the tongue was made of calf. He actually took the heel apart and found it made of solid leather lifts from

top to bottom. That afternoon papers in Ottawa, Toronto, Montreal and elsewhere, no doubt, came out with black headlines, 'Sheepskin in Army Shoes,' 'Heels Rotten,' and not a word of contradictory evidence to show that the diagnosis of this witness was absolutely incorrect. I am convinced that men are being induced to give evidence of this sort, not to ensure good footwear to our soldiers or even to discredit our manufacturers, but to serve party or personal ends; and I am not a government supporter either.

"Another thing that strikes me as ridiculous about these army shoe contracts is the insisting of oak tanned sole. Now I am not in the sole leather business, so that I am not putting in a spoke for myself; but it does seem to me that it is time this old English prejudice in favor of oak sole was dissipated. Every leather man knows that there is as staunch, good wearing hemlock leather made as anything that can be turned out in oak. It is a question of method of tannage, and as this country is a hemlock country I think that hemlock leather should be given at least a fair chance with other lines.

"I don't think anything will come out of this investigation, but the fact that the government was not ready for the military situation, and had to order for immediate delivery goods that would have given every satisfaction under ordinary conditions of wear, and now they are trying to shoulder the blame on the manufacturers. The Opposition, for their part, don't seem to care who is hurt so long as they get at the government. The poor shoeman is between two evils."

MORE SIDE LIGHTS ON INQUIRY

Many leading tanners, shoe manufacturers, military officers and privates, have given evidence at Ottawa, before the parliamentary boot investigating committee during the past three or four weeks. The kinds of reports that have been given by the daily newspapers is indicated in a prepared statement presented by George A. Slater, Montreal.

Mr. Slater read the following statement to the committee: "It is my desire to furnish the committee with any information in my possession which will enable a proper decision to be arrived at—the decision which will render justice to whom justice is due. My long experience in the trade enables me to state that we can obtain in Canada as fine a quality of leather as can be obtained in any part of the world, and further, in Canada we have numerous boot and shoe factories whose output in workmanship and quality will be found to be second to none. I believe, however, that the general excellence of Canada's boot and shoe industry will suffer great harm by reason of these proceedings and the newspaper reports thereof, which reports, are perhaps, incomplete in detail and may as a consequence in this critical time be misconstrued. I ask the committee specially to probe into the general conditions of Canada's boot and shoe trade, so that the complete position may be on record and reported upon to the end, and that the benefit of our established position may not be lost to Canada, or that the general trade may suffer by reason of one or two incomplete cases or instances."

S. R. Wickett, leather manufacturer, of Toronto, told of the samples of army boots recently submitted. He had been asked by General Sam Hughes on January 10th or 12th to advise the department in regard to boots and leather,

and had assumed these duties on January 13th. He had been given a free hand and was not a member of any committee. Mr. Wickett said he had heard of the boot board composed of Messrs. Slater, Donovan and Stephens and had seen the boot they had recommended. He had himself decided on a Standard screw, chrome retanned cowhide boot and had ten pairs manufactured by the Ames-Holden Company. Militia Department officials had tested his boot in comparison with the board's boot by immersing both in water. At the end of eighteen hours his boot had been perfectly dry, while the other boot had been full of water. Mr. Wickett added that the militia sample boot had been too light and its last too narrow, while the leather should have been more heavily waterproofed.

To give the evidence would fill several volumes of the *SHOE AND LEATHER JOURNAL*, and the following opinions are published to show how the press reports have been one-sided and misleading, while the evidence of Mr. Wickett, who is chief adviser on boots, shows how he regards a welt army shoe as compared with a Standard screw.

Here is what "Hide and Leather," the most representative and foremost journal of its class in America, says in speaking of Canadian Army Shoe contracts, after investigating the matter fully:—

"Things have been stirring during the past few weeks in Canada, regarding contracts for army shoes. When specifications were first drawn up they called for Standard screw make on the shoe orders, but this brought forth a storm of protest from manufacturers making Goodyear welt lines and all possible influence was brought to bear at Ottawa to remedy what was considered an injustice to Goodyear welt manufacturers. The result was a delay, and it is probable that both Standard screw and Goodyear welt shoes will be accepted, and the order divided. Some manufacturers, who made up the first lot of army shoes for the Canadian army, came in for considerable criticism for which they were not entirely to blame. They made the shoes according to specifications and no one anticipated the severe use to which they would be put. It is not surprising that the shoes fell down when put to the severe test in the mud, slush and rain. There was no time to pick and choose leathers when the first rush order came, otherwise the result might have been different. As things are now, the greatest care is being taken in the selection of leathers and in the specifications for the new orders.

"Information from Canada is that the new Canadian army boots will be cut from tan chrome side leather heavy weight, and, when possible, manufacturers can use heavy tan calf full 6 oz., but it is thought difficult to get a calfskin to cut this weight throughout. Several of the shoe manufacturers in Canada state they will buy side leather, as it will cut cheaper. There is nothing definite as to whether they will make them Goodyear or Standard screw. The protest of the welt manufacturers who have strong political influence, is now under consideration, and they state that they expect at least half the order will be made Goodyear welt, but either way, the upper leather has been decided upon. In the samples uppers were cut from 6-ounce tan chrome side leather, hemlock middle and out sole, solid leather heel, steel slugs sole and heel."

HOW THE PUBLIC IS MISLED

Editor, *SHOE AND LEATHER JOURNAL*:

I have read a number of reports in the daily press in connection with the parliamentary inquiry regarding army boots and I am sorry to see such garbled accounts given of the proceedings. "The most dangerous kind of a lie is a half truth," and many of these have been published. I

would advise any one who wants to get a full, fair and unbiased review of the proceedings to send to the Capital for the pamphlets containing the complete stenographic report.

To give you but one instance. It was stated in large head lines the other day that "Boots had given out after five days' wear." The man who made this statement before the committee, was from Montreal and the announcement was spread broadcast but, on further examination, the witness admitted that he had got his shoes wet through and through. When asked what he had done with them he said quite innocently that he had placed them on a steam pipe to dry. Questioned how long he had left them there he remarked, "Oh, perhaps an hour and a half," and to further inquiry replied that it might have been longer.

"Do you not think that would ruin the soles of any shoe?" asked a member. "No," was the response from the witness, "A steam pipe should not hurt them." "That will do," answered the committee. A fellow who did not know anything more about sole leather than this should have been sent to a place of confinement. No wonder his boots gave out. They had been scorched and burned brittle by the hot steam pipe, yet this fact was not reported in a single paper, so far as I can learn.

The whole investigation, so far as the public have secured the facts, has been half-sided and rather unfair to the manufacturers. The daily press seems bound to make a sensation out of every sitting by giving deceptive accounts, which have done much to bring the whole industry under the ban of unfavorable criticism and damage the reputation of our manufacturers. I could speak much more strongly on this point but refrain.

It appears that many soldiers used the shoes, which were never intended for the mud and muck at Salisbury and Valcartier, in the most wanton fashion and then made complaints to the officers in order to get them to hold a board of inquiry meeting and have an issue of fresh footwear, as new boots could not be obtained in any other way. Some day the whole truth will come out and the manufacturers will perhaps be given a fair and square deal.

Yours, etc.,

INTEGRITY.

"THE ARMY BOOT DEBACLE"

Editor, *SHOE AND LEATHER JOURNAL*:

Writing from Salisbury Plain, a friend of mine recently said, "We are still floundering in the mud." His words might be aptly applied to the Canadian authorities on the army boot question. Were it a less serious question, the whole controversy, to date, would make a fitting subject for "Punch," or some other humorous paper. In one way it is making the proverbial mountain out of a mole-hill.

The recently appointed commission, like the debate at Ottawa, finished at where it commenced, leaving everybody still guessing. We are beginning to wonder whether the war will be over before a proper service boot is decided on. The general indictment of some manufacturers, the various excuses made by witnesses, and writers on the subject; obsolete specifications, leather too green (what about the authorities), thousands of pairs rejected—all go to place the Canadian shoe industry "on trial." There is little to be gained by quibbling, or beating about the bush; we have passed that stage. It is time we took off the gloves and accepted the challenge. It will benefit the trade eventually, whichever way the verdict goes. Many interested in the general question, like myself, were of the opinion that the defects were due to rush, but since the same complaints arrive from various boards appointed for inquiry into the

conditions of the second and third contingents' footwear, it must be admitted that something is radically wrong. The common conclusion of the boards was that material and workmanship were defective, mind you material and workmanship. Wonder they didn't mention the eyelets or the laces. E. M. MacDonald, M.P., caused a storm at Ottawa when he quoted that "some of the uppers were little better than paper." Metaphorically speaking that sounds better, as it gives a cue to those who need one, to work off. It is, to my mind, the nearest approach yet to the facts. Perhaps that is why it caused a storm as described in the daily papers. If the leather was unsuitable you cannot blame the manufacturer; you must blame the specifications. If the goods were not up to specification, you must blame the inspectors for passing them. If the workmanship was faulty, you cannot blame the tanner, for it is still up to the inspectors.

But before we get in a muddle, let us remember that this comedy goes on while the Imperial authorities sail along serenely, pinning their faith to the boot described by a writer in a recent issue of the "Toronto Sunday World," thus—"The British Army Boot has been declared again and again to be the most perfect and most comfortable boot ever made." Fancy the boot that has done service in the glorious annals of British military history not being good enough for the Canadian troops. Sir Wilfrid Laurier said recently that he had heard that the Imperial boot had not been satisfactory to the Canadian troops in South Africa. The writer had four relatives serving in the Imperial forces during the Boer War, one of whom fought with the Canadians at Paardeburg, who says that he heard nothing but praise for the regulation British boot.

Speaking as an old service man myself, serving in regular cavalry and in infantry as a volunteer, I say most emphatically that I never once heard a complaint concerning the British army footwear. As a shoeman with eighteen years' insight, my own humble opinion is this: After examining scores of the military boots at present in wear, my experience bears out the decision I came to in a previous letter to the SHOE AND LEATHER JOURNAL. I have no admiration for so-called winter calf, or the Goodyear welt system, so far as an active service boot is concerned. Most of the boots I have examined, in fact nearly all of them have been perfectly built but, as the wearers have said, take water too easily. This significant fact exonerates the manufacturers. The sole leather coming under my notice has not always been up to the mark, but if, as stated, it is the best procurable, then the method of tanning in Canada and across the border, could, I think, be improved.

Yours, etc.,

REVELLE.

PARTY POLITICS TOO MUCH IN GAME

"The gist of this whole government shoe investigation," said a prominent light leather tanner, coming in on the train the other morning, "is that manufacturers were given orders for shoes made to wear under ordinary conditions and they were subject to other and much severer use." It is a pity that party politics have got to a point in this country where a great industry is pulled to pieces and the country given a bad name because, it must be admitted, 'some one had blundered!' The men who handed out the orders and those who did the inspecting were for the most part incompetent, but their mistakes should not spell disaster to the good name of Canadian shoe makers, and make Canadians look like crooks. To show how supposed "experts" act and how they sometimes hold up manufacturers, our firm made a certain line for the government which was returned because of a trivial detail that had no

bearing whatever upon the general quality of the goods. At the same time the Canadian shipment went forward a similar one was made to the British government and nothing was heard from that quarter. The trouble here is that political pull counts rather than knowledge and skill in these appointments."

Speaking of the leather in the shoes, this manufacturer continued: "This idea of having nothing but calf in the shoes is not only stupid but foolish, as far as this country is concerned. I am a maker of calfskins myself and am in a way talking against my own interests, but a moment's reflection will convince any one that enough calfskins of the right weight and quality could not be had in Canada in the time required for military purposes. The supply of skins is limited and the selection necessarily limits still more the possibilities. Cowhide, properly tanned, should give quite as good service, besides being both more economical and being available in much larger quantities. In making up large quantities of shoes on short notice anyone can see the importance of readily accessible materials.

"As to tanning, I think there is no question as to the fact that pure chrome tannage is the only thing that will stand the stress of modern warfare when wet is the principal foe to durability. I have tried all sorts of mixed tannages with chrome as a basis and I am convinced that not only is the straight chrome process the best, but the allowing even of retannage, as has been suggested, opens the door for all kinds of faking. Taking a thoroughly tanned chrome shoe you can soak it in water until it is like pulp and put it next to the fire and even on a stove, without spoiling it. Yes, the oil tanned cowhide shoe would be a good thing for trenches and slush, but they harden and smell like a glue factory.

"As to the making of the shoe I am not very competent to express an opinion, but I should think that Stand-ard screw or a combination of that with Goodyear welt, would be preferable to the heavy hob-nailed and heel-plated variety given out to the English soldier. You see the men do not walk on pavements as a rule, but on soft ground, and there is not much need for flexibility."

* Who Said Business Was Dull ?

Look at this vast crowd blocking Yonge street, Toronto, in an effort to buy shoes at the consignment sale conducted in the old stand of H. & C. Blachford, Limited, who



have removed into a new and larger store. There were fifty sales people on the floor, two policemen at the door, thirty constables and three street car inspectors keeping traffic open on the street.

Catchy Appeal For Repair Trade

Geo. E. Girling, who conducts a modern shoe repair shop at 11424 Ninety-fifth street, Edmonton, is certainly a genius in issuing live advertising literature. Recently he sent out notices on India tint coated paper, at the head



of which are two catchy illustrations—one showing the old-fashioned cobbler, with the awl and needle, mending shoes, and the other the interior of Mr. Girling's shop, with its complete, up-to-date equipment. The notice reads as follows: The season has now arrived when you need a better understanding, you can get it by sending your repairs to Geo. E. Girling's modern shop, where good service predominates. We have been in business just a year, we want to serve you for another year. If you have any cause for complaint, tell us your trouble, and let us start the spring of 1915 with the spirit of co-operation for our mutual benefit. We send for your shoes and deliver them without extra cost, distance no object, we sew the soles on all shoes that are welted. Ring up 72217, we do the rest.

Getting Your Ideal in Lasts

It is only proper for every shoe manufacturer to get the best value out of his expenditure for new styles and it would seem that the right way of accomplishing this is to visit an up-to-date last factory which specializes in giving every maker of footwear exactly what he desires. The Boston Last Co. have always welcomed shoe manufacturers at their well-equipped factory in Richmond, Que., where skilled and experienced model makers are ready to put any ideas of the visitors into shape. This is the practice which is followed by the most progressive manufacturers across the line, and among leading Canadian firms who send representatives to the Boston Last Co. and have their ideals on samples worked out to their complete satisfaction are the John Ritchie Co., Louis Gauthier Co., Clark Bros., Geo. A. Slater, Limited, Slater Shoe Co., Aird & Son, Scout Shoe Co., Amherst Boot and Shoe Co., J. A. & M. Cote Co., while several other leading makers come occasionally and those further away attend to the matter by correspondence. The Boston Last Co. present for

their consideration tried and proved methods of successful competitors, and a touch here and there of an expert model maker under the experienced direction of the manufacturer enables him to impart an individuality in his lasts not otherwise obtainable. This service on the part of the Boston Last Co. is a distinct advance in progressive manufacturing and the company invite any manufacturer to try it once, and if the company do not prove the worth of their service they will cheerfully pay all expenses. Many representatives who go to Richmond stay from a week to ten days perfecting their season's line of lasts and all have come away thoroughly satisfied.

Rubber Placing Business is Good

The rubber footwear placing business is going ahead satisfactorily according to reports received from the various companies, who state that the bookings during March are considerably ahead of last year. Practically every retailer is giving his order early and there has been steady selling with no price cutting so far as can be learned. The past season has been a comparatively good one for the retail trade in the rubber shoe line and this contributes to the hopeful feeling prevailing that next season will be equally as good. The only drawback is that the sudden disappearance of the snow without flood or freshet in any Ontario town, has caused a slump in the sale of short rubber boots. The ground has been only about half covered so far by travelers and it is expected by the end of the present month which ends the placing order business, that the records will be ahead of any previous period. The companies state that early in May there is likely to be a raise in prices.

Barrie Factory is Very Busy

A recent issue of the Barrie Advance contains an extended reference to the shoe factory of Underhill's, Limited, which was established in that town over two years ago. The factory now occupies 25,000 square feet of floor space in a large four-storey building on Dunlop street east and reports business to be very satisfactory. At present the firm are turning out about 500 pairs per day, and when they have completed their equipment by the addition of several new machines, they expect to make the daily output over 700. About 75 hands are employed. Fred. Underhill is at the head of the company and supervises the factory in Aurora, Ont., but makes frequent trips to Barrie, where the latter factory is managed by Stanley G. & Ross H. Underhill, junior members of the firm. Among those occupying responsible position in that plant is Frank W. McKeen, formerly of Quebec, who has been with the firm for several weeks.

Sure Cure for German Measles

The following cure for German measles is suggested by the Blachford Shoe Manufacturing Co. Mix some Woolwich powder with tincture of iron and essence of lead and administer in pills (or shells). Have ready a little British army (a little goes a very long way), some Brussels sprouts and French mustard; add a little Canadian cheese and Australian lamb and season with best Indian curry. Set it on a "Kitchener" and keep stirring until quite hot. If this does not make the patient perspire freely, rub the best Russian bear's grease on his chest and wrap in Berlin wool.

P.S.—The patient must on no account have any peas (peace) until the swelling in his head has quite disappeared.

Best Method of Shipping Shoes

That shoe manufacturing firms are fully realizing the day of the wooden case is rapidly passing is evidenced by the number of large concerns who are making full use of solid fibre-board and corrugated boxes for shipping footwear—realizing the economy, convenience, safety and strength of such containers. This is one of the decided advances of the times and those firms which have been using either of these kind of cases for carrying purposes are well satisfied with them in every respect. Among the prominent manufacturers who have adopted such shipping cases are the Cook-Fitzgerald Co., London; E. T. Wright & Co., St. Thomas; Getty & Scott, Limited, Galt; Regal Shoe Co., Toronto, and Canada Last Co., Toronto. The SHOE AND LEATHER JOURNAL has interviewed several of those companies.

"Yes," said Mr. Fitzgerald, of the Cook-Fitzgerald Co. "we have used fibre boxes for over two years, sending them as far as Vancouver. They are much lighter of course than



THE PROPER WAY TO SEND FOOTWEAR

wood and there is a considerable saving effected in freight when shipments are made in this sort of package. Some manufacturers charge the retailers for cases. We have never made a practice of this and believe that our trade appreciates this concession."

Mr. E. E. Donovan, of E. T. Wright & Co., remarked: "Our Rockland factory has been using them for four or five years, and with the exception of a few weeks, when we first located in St. Thomas, we have been using fibre-board cases for our shipping purposes. Both our American and Canadian plants have found them to be satisfactory in every way, and we have had very few complaints from pilfering since we have had these cases. We find them very much superior to wooden cases. We have never charged our customers when using wooden cases, nor do we make any charge for fibre cases."

"We now use fibre boxes exclusively. We find them light, durable, convenient and strong. There are many advantages in their use, both to the manufacturer and the customer. We never charge for the cases and believe that we were one of the first firms in Canada to make use of this class of container. They are puncture and waterproof and we have never had any complaints," declared Wm. Chamberlain, sales manager of Getty & Scott.

The Regal Shoe Co., Toronto, report that they use corrugated cases entirely. They have never had any complaints of pilfering or made charges against their customers. In long distance shipments considerable saving is effected in weight and freight charges. "The cases occupy but little room and owing to their collapsible nature, are very con-

venient to store," observed C. S. Corson, sales manager of the company.

Solid fibre cases and corrugated shipping containers are made in Toronto by the Hinde & Dauch Paper Co. of Canada, who report that business in this line is developing fast. The company, which began manufacturing in the Dominion five years ago, occupying only 10,000 square feet of space, to-day have an investment in plant and buildings representing an expenditure of half a million dollars with a monthly output of sixty carloads of containers. Inquiries are constantly being received from all over Canada for sample boxes and the Hinde & Dauch Co. have a special department to take care of the exacting requirements of the shoe manufacturing trade.

Leather Firm Adding to Plant

Lethbridge & Grier, contractors, have begun work on an important addition to the plant of the McQuay Tanning Company, Limited, Owen Sound, Ont. A new building sixty-seven feet in length and eighteen feet in width will be added to the present plant, the height being three storeys, making it uniform with the present factory building of the company. The enlargement will be all stone and it is expected will be completed within a couple of months. The new extension will be used as a leach house, the old building for the purpose being converted into an adjunct to the manufacturing end of the plant proper.

Brave Shoeman Killed in Action

The many friends of H. Clapp, shoe retailer, 2301 Main street, Vancouver, will sympathize with him in the loss of his 19-year-old son, A. E. Clapp, who met death calmly and fearlessly for the honor of his King and in the defence of his country. He was wounded on February 27th and died on March 1st, being a member of the First British Columbia Regiment. A bullet struck Private Clapp in the stomach while he was digging trenches, and he died in the hospital three days after, being buried with full military honors. Private Clapp was born in 1896 in Toronto and four years ago went to Vancouver with his parents. Previous to going to the war he assisted his father in the shoe store in that city and his bright disposition and proverbial good nature won for him a host of friends.

Popular Traveler Makes Change

N. J. Bordeau, for several years with Jackson & Savage, Limited, Montreal, has taken a position with the Galt Shoe Manufacturing Co., of Galt, and is covering the territory between Toronto and Windsor. Mr. Bordeau has been in the shoe business for over a quarter of a century and most of that time has been spent on the road. Born in Chatham, Ont., he entered a retail store in that city in 1890. After a year and a half of service, he went to St. Thomas, where he was engaged in another establishment for some six years. His first position on the road was with the London Shoe Co., of London, and for five years he looked after northern Ontario. Later he became identified with the Cook-Fitzgerald Co. of the same city and for several years supervised the ground between Toronto and Quebec city. His next connection was with Jackson & Savage, and the Miner Rubber Co., Montreal, whom he represented for a number of years. "Nap" is well known to the trade, is always genial and obliging and gets a welcome wherever he goes.



Big Opportunities for Canadian Shoe Manufacturers

Mr. Tetrault Believes Shoe Producers in Dominion Can Secure Much Civilian Business in England and France
—British Army Boot is Back Number—Good Prices Paid to English Factories

Where will France buy footwear for her civilian population? Soon all stocks existing at the time war commenced will be worn out and there is no chance of these being replenished through the usual channels, as all French factories are employed on army orders.

Nap. Tetrault, who has returned from a special trip to Paris, in the interests of his firm, the Tetrault Shoe Manufacturing Co., Montreal, believes that Canadian manufacturers are face to face with a wonderful opportunity to extend their export connections, not only with France, but with Great Britain as well. While abroad he met numerous



N. TETRAULT, MONTREAL

large wholesalers and retailers, and was asked on each occasion why he had not brought with him samples of Canadian shoes for civilian use. He states there is a big market awaiting cultivation, and while there are obstacles to be overcome they are not insurmountable. Possibly the greatest drawback is the necessity for making sales c.i.f. Havre subject to purchaser's inspection, but this condition may be changed after a manufacturer has made one or two shipments and established himself and his shoes with French buyers. It is reasonable to expect the French merchants to exercise characteristic caution in promoting relations with people who are strange to them. They have had unfortunate experiences in common with all continental importers. Mr. Tetrault says Canadian lasts and patterns will find ready sale, so French orders would not necessitate radical changes in Canadian factories. Many American factories are doing business there already, but they have not a strong hold on the trade by any means, and Canadians would have the added advantage of a preferential duty which admits our shoes on payment of 40c. a pair as against 60c. a pair paid on American footwear.

In Great Britain, too, there is big business for those who seek to supply the demand for civilian shoes, and it would be easier to establish relations with importers.

As a direct result of his trip Mr. Tetrault is executing an order for 25,000 pairs of French army shoes and he expects more business. Asked as to the accuracy of the statement that he had been awarded a contract for a mil-

lion pairs, he stated that this had reference to negotiations still pending, and which he could not discuss at present.

He had some interesting things to say regarding the army shoe question and his remarks will prove instructive to most Canadian manufacturers. "It may be information for you to know that the British army boot we are hearing so much about these days is a back number with the French War Office," said Mr. Tetrault, "It has a mighty small reputation in France. Great Britain supplied the French army with a big lot of British shoes at the outbreak of hostilities, but the French Government thought too much of their troops to let them wear them long as they blistered their feet and generally gave poor satisfaction. Now they will have none of these shoes. The French requirements are 50,000 pairs a day. The factories, some of them going night and day, turn out 35,000 pairs daily. The extra 15,000 pairs a day must be bought outside of France. The United States supplied one lot of 1,300,000 pairs at a price of \$3.20 in Paris. I do not think they will get more business.

"The Mystic City, a big amusement park near Paris, has been converted into a series of shoe factories operated by the Government. Many factories in France are being paid \$1.00 a pair simply to make shoes, all materials being supplied by the authorities. This does not seem to be an ideal system in operation, as in several factories I visited welting, sole leather, or some other article was out of stock and the red tape which had to be employed to secure more necessitated irritating delays. When everything went right, of course, there was good money in this business for the manufacturers, who can put these shoes together for about 60c.

"There are thirty-three military districts in France, and in each an "Intendant," (the equivalent to our Quartermaster), who has power to order up to 25,000 pairs of shoes, as well as other military requirements. These orders need not be confirmed by the Paris War Office.

"Standard screw shoes are absolutely taboo with the French authorities. They are afraid of them, and will have nothing to do with such shoes at any price. I am expressly instructed not to even reinforce the shanks of the shoes I am making. Their experience has been that nails of any kind came through."

Mr. Tetrault says there is little chance of English army business coming to Canada as the factories in Great Britain are quite capable of taking care of all requirements, besides which it is difficult to get on the patronage list. The price paid by the Government for army shoes is \$4.44. Both France and England have plenty of leather.

He expressed admiration for the manner in which French soldiers are fitted with shoes. There are three widths 2, 3 and 4, corresponding with our d, e and f widths. In each regiment there is one man especially charged with this duty. The result is that the soldiers all possess comfortable feet. A feature of the French shoe is that it is unlined. This adds to its comfort, especially in summer, when many soldiers wear no socks. The French last has been improved since the war began, so as to give the foot more toe room.

Mr. Tetrault visited the battlefield of the Marne, approaching within eleven miles of Soissons, where the cannons could be heard. He was impressed with the sight of such places as Seulis, Barcy and Meaux, the latter being the nearest point to Paris reached by the German army.

SHOE NEWS IN PARAGRAPH

J. L. Saucier, shoe dealer, Montreal, has assigned.

Mrs. K. H. Phillips, Toronto, is discontinuing her shoe store.

Fred Salter has opened a shoe repair establishment in Cheverie, N. S.

Geo. G. Gales, of Geo. G. Gales & Co., Montreal, was in Ottawa last week.

The Public Benefit Shoe Store has opened on Queen street west, Toronto.

W. H. Butler has opened a new shoe repair shop on King street, North Battleford, Sask.

Freele & Son have opened a fine new shoe store in Queen's Hotel Block, Strathroy, Ont.

L. A. Mooar, treasurer of the Regal Shoe Co., Boston, was in Toronto last week on business.

The Rena Shoe Co., Montreal, have recently installed a new skiving and other machines.

A new shoe store, known as the Quality Shoe Store, has opened at 92 Queen street west, Toronto.

Several new machinery parts have been installed in the factory of Charbonneau & DeGuise, Montreal.

L. O. Breithaupt, sales manager of the Breithaupt Leather Co., Berlin, was in Montreal last week.

J. S. Townsend, Hamilton, Ont., was a visitor in Montreal shoe factories during the latter part of March.

William Silver, chief inspector of army shoes under the Militia Department, Ottawa, paid a visit to Toronto last week.

The T. Sisman Shoe Co., of Aurora, say they find the demand for their goods just as large at the present season as at any other time, due principally to the fact that they introduced lasts a few months ago which have been

received very favorably by the wholesale trade. They report business as being very good and the outlook most promising.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, was recently in New York, Boston and other American centres.

S. C. Gloud, representing the Leach Shoe Co., Rochester, N.Y., was in Toronto and other Ontario centres recently on business.

George Day, manager of the shoe department of Almy's, Limited, Montreal, was in Toronto last week on a buying expedition.

Max Teitlebaum, boots and shoes, and men's furnishings, Saskatoon, has removed his stock of clothing to North Battleford.

Mr. Tully, general superintendent of the Regal shoe factories, Boston, spent a few days in Toronto last week on business.

Phil. Pockock, of the London Shoe Company, London, Ont., was in Montreal and Quebec last week looking over fall samples.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Montreal, was in Toronto last week on business.

G. E. Mills, shoe dealer, Norwood, Ont., has decided to give up business owing to ill health, and is now conducting a clearing sale.

W. M. Angus, assistant general sales manager of Ames-Holden-McCready, Limited, Montreal, was in Toronto recently on business.

H. W. Algeo, of the United Shoe Machinery Company of Canada, Montreal, is spending a few days in Maritime Province shoe factories.

Eaton's Shoe Market is the name of a new footwear establishment recently opened at 370 St. Catherine street west, a few doors east of McGill College avenue, Montreal. The firm announce as their slogan "Cut prices our chief



S. R. WICKETT, TORONTO, OF THE FIRM OF WICKETT & CRAIG, LIMITED, LEATHER MANUFACTURERS, WHO HAS BEEN AT OTTAWA FOR SOME WEEKS AS CHIEF ADVISER ON BOOTS FOR THE DEPARTMENT OF MILITIA.



LT. COL. F. C. MCCORDICK, WELL KNOWN LEATHER MANUFACTURER OF ST. CATHARINES, ONT., WHO HAS BEEN APPOINTED TO COMMAND 35TH BATTALION CANADIAN EXPEDITIONARY FORCE WHICH IS BEING RECRUITED FROM THE REGIMENTS IN TORONTO.



HUGH MURRAY, LATE OF CALGARY AND FORMER ONTARIO SHOE TRAVELER WHO HAS JUST ENTERED UPON NEW DUTIES AS MANAGER OF THE BRANCH STORE IN ST. THOMAS, ONT., OWNED BY JOHNSTON & MURRAY OF LONDON, ONT.

attraction," and add that they have immense buying power, which is done on a cash basis and no lot of shoes is too large for them to handle.

W. Warwick has opened a new shoe store on Danforth avenue, near Pape avenue, Toronto, and has put in a nice clean stock of footwear.

G. Dupont, of Dupont & Frere, shoe manufacturers, of Maisonneuve, Que., was in Toronto last week showing a fine range of fall samples.

Nap. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, who has been on a successful business trip to France, has returned home.

E. A. Wentzell, who recently opened a first-class shoe store on St. George street, Annapolis, N.S., reports that he is doing a splendid business.

W. F. Martin, of the Kingsbury Footwear Company, Montreal, was in New York and Boston this week in connection with shoe style matters.

The U.S.M. Company are installing a 22-foot model N Goodyear shoe repair outfit in the Model Shoe Repair Company, 315 Bleury street, Montreal.

Daoust, Lalonde & Co., Montreal, have installed a U.S.M. Louis heel breast trimming machine, as well as several other parts, in their factory.

J. A. Adams, of the Murray Shoe Co., Limited, London, was in Montreal during the last week in March, visiting the branch of this company located in that city.

The Progressive Shoe Repairing Company, 797 St. Catherine street west, Montreal, have installed a U.S.M. 16-foot Model N Goodyear shoe repairing outfit.

Several new machinery parts have been installed in the factory of the Regina Shoe Company, Montreal, including the U.S.M. Louis heel breast trimming machine.

The Boston Shoe Repairing Company, 104 Barrington street, Halifax, have installed a 16-foot model N U.S.M. Goodyear shoe repair outfit in their establishment.

W. Stock, of Crossfield, Alta., has taken over the business of P. W. Wood, at the Hub Shoe Store, Red Deer, Alta. Mr. Wood has decided to go in for farming.

Neil Chapple, 1188 St. Clair avenue, Toronto, dealer in shoes and dry goods, has installed an attractive new front which adds greatly to the appearance of his store.

P. R. Corson, who represents the Regal Shoe Co., of Toronto, in Quebec and the Maritime Provinces has left on an extended selling trip to the eastern parts of the Dominion.

E. L'Hereux, U.S.M. Co. agent, recently spent some time in the factory of the Kimmel Felt Co., Berlin, Ont., setting up button-hole making and other machines.

W. A. Donald, manager of A. F. Clapp & Co., sheep-skin tanners, Boston, spent a few days in Toronto last week on business with E. R. Lewis, Ontario representative of the company.

Except for the United States army the standard for infantry boots for Canadians is the lightest of the nations. The following comparison of weights, per pair, at the present time is interesting: Canada, 2 lbs. 8 oz.; England, 3 lbs. 9

oz.; U. S. A., 2 lbs. 5 oz.; France, 3 lbs. 12 oz.; Germany, 4 lbs. 1 oz.; Austrian, 4 lbs.; Serbian, 2 lbs. 12 oz.; Italy, 2 lbs. 15 oz.; Portugal, 2 lbs. 12 oz.; Spain, 2 lbs. 9 oz.; Sweden, 3 lbs. 15 oz.; Denmark, 3 lbs. 14 oz.; Greece, 2 lbs. 10 oz.

W. E. Gerrish, representing P. J. Harney Shoe Co., Lynn, Mass., was in Toronto last week showing a fine range of fall samples, embodying all the latest types and combinations.

O. A. Gray & Co. have opened a handsome new shoe store at 294 Danforth avenue, Toronto. The front of the premises is decidedly attractive, and the stock is a representative one.

The King Footwear Co., Limited, recently closed their store on Commercial Drive, Vancouver, and have opened up new premises on Hastings street west, in the heart of the business district.

Mr. Boulette, who has had charge of the fitting room of the John McPherson Co., Hamilton, has gone to Perth where he has taken a similar position with the Perth Shoe Co. in that town.

George Taylor, who represents the Kingsbury Footwear Company in Ontario, and J. D. Campbell, who covers the Maritime Provinces for the same firm, are now covering their respective territories.

G. H. Trott, who has been residing in Walkerville, has removed to Bothwell, Ont. Mr. Trott opened the shoe business in Leamington which was taken over, and is now conducted by his son, W. J. Trott.

Fire broke out last week in the Thornton Tannery, Brantford. Considerable damage was done to the building and to wool stored therein, but the hides were not damaged. The loss is covered by insurance.

E. L. Emerson, of the Boston Last Company, Boston, spent the latter part of March visiting the Canadian plant of the company in Richmond, Que. Mr. Emerson and Charles Campbell, manager of the Richmond branch, were also in Montreal recently.

W. Geo. Borland, who up to the present has represented Jackson & Savage, Montreal, in Quebec Province, has been changed and this season will look after the interests of the firm in the territory between Montreal and Windsor, Ont.

T. H. Stewart & Son, who have been in the shoe business for the last five years in Owen Sound, have dissolved partnership, Earl Stewart continuing the business. T. H. Stewart intends opening up a merchant tailor shop in that town.

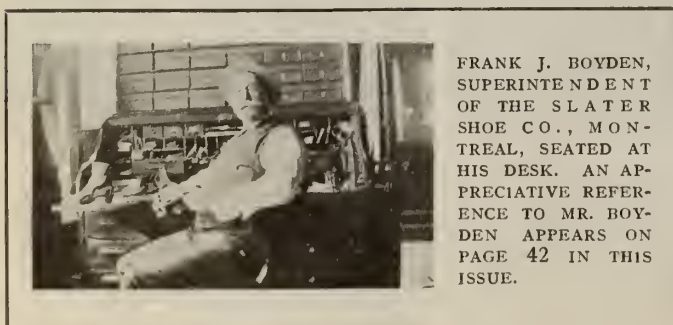
Knechtel & Co., Stratford, have recently purchased the shoe stock of Major J. D. McCrimmon, of that city, and also the stock of J. Wright, of Strathroy. They intend to clear out both stocks and just keep their present store in the Classic City.

James F. Clark, sales manager of Clark Bros., Limited, shoe manufacturers, St. Stephen, N.B., was in Montreal, Toronto, Hamilton and London on business last week. The company are now showing to the trade a smart, snappy range of white canvas shoes on up-to-date lasts.

The shoe repairing department of the late firm of Saunders & Aitchison, Durham, Ont., has been removed to the rear of J. & J. Hunter's store in that town. W. Martin has been retained as manager and the Messrs. Hunter will look after this branch in connection with their business.

W. G. Fallen, H. Leckie and Julius Kuechler, selling representatives for Getty & Scott, Limited, of Galt, have left on an extended trip throughout the West. Mr. Fallen will cover British Columbia, Mr. Leckie the middle west, and Mr. Kuechler, Manitoba and part of Saskatchewan.

A London paper says: "Philip Pocock, chairman of the



FRANK J. BOYDEN,
SUPERINTENDENT
OF THE SLATER
SHOE CO., MON-
TREAL, SEATED AT
HIS DESK. AN AP-
PRECIATIVE REFER-
ENCE TO MR. BOY-
DEN APPEARS ON
PAGE 42 IN THIS
ISSUE.

London, Ont., Public Utilities Commission, will pay the wedding fee of all young women members of his church over twenty-four years of age who get married between now and the end of the year." Mr. Pocock is also at the head of the London Shoe Co.

It is expected that J. H. McKechnie will be elected President of the Canadian Consolidated Rubber Co., Montreal, succeeding D. Lorne McGibbon, who is retiring. Mr. McKechnie has been connected with the rubber company some years as Vice-President. The annual meeting will be held this week.

Fire visited Westboro, Ont, recently, starting in the shoe store of R. C. Gamble. It was thought that the blaze had been extinguished, but later, it broke out again, there evidently being some smouldering sparks in the cartons. Mr. Gamble's stock was completely gutted. His insurance was about \$4,000.

The shoe trade is getting to be a big factor in public affairs in Boston. Elmer J. Bliss, president of the Regal Shoe Company, is president of the Chamber of Commerce; George W. Coleman, of the W. H. McElwain Company, is president of the board of aldermen; and Henry E. Hagan, shoe dealer, is one of the nine aldermen.

A shoe blacking factory will probably be located in Regina in the immediate future, providing the scheme of prominent Regina business men succeeds. It is proposed to sell stock, the price per share to be \$2.00, no citizen to be allowed to subscribe for more than one share. Considerable interest is being taken in the proposal.

The February issue of the "Miner Monitor" contains an appreciative reference to the wholesale shoe house of Coates, Burns & Wanless, London, Ont., who have been in business since 1906. Pictures of Messrs. Coates and Wanless appear, as well as one of the warehouse. Mr. Burns, the other partner of the firm, passed away in the fall of 1914.

Private Wm. George Shea, of Toronto, a member of the Governor-General's Body Guards, who went with his regiment to England at the outbreak of the war, has been killed in action. His father and sister, Miss Ethel Shea, are employed in the cutting and stitching departments respectively, of the W. B. Hamilton Shoe Co., Toronto.

The many friends of Fred W. Weston, President of the Weston Shoe Co., of Campbellford, Ont., will sympathize with him in the death of his daughter, Helen Eva, aged 25 years, who passed away this week after three weeks' illness. His father, mother, four brothers and four sisters, survive. Two of the brothers are members of the second Canadian expeditionary force.

Fire broke out at 122 Adelaide street west, Toronto, in the Toronto office of the United Shoe Machinery Co. one night recently and considerable damage was the result. The loss, chiefly due to smoke and water, amounts to about \$2,000. The elevator shaft and part of the floor were destroyed. The blaze will not interfere with the regular findings and supply work of the office.

After an illness of three weeks, Robert Grosvenor Dack, manager of the well-known shoe firm of R. Dack & Sons, King street, Toronto, died on March 28th at the residence of his father, Robert Dack, Toronto. He was thirty-two years of age and entered his father's business when a lad of sixteen. He was not married and is survived by his parents, two sisters and three brothers.

The members of the Boot and Shoe Workers' Union and the employees of the Brandon Shoe Co., Brantford, held the first of a series of entertainments recently. It was a decided success. The progressive euchre competition was won by Harry Williams, foreman of the finishing room, who captured the gentleman's prize, while Miss Lottridge carried off the lady's premium. Among the guests of the

evening were A. Brandon, managing director of the company, and E. O'Dell, organizer of the Union.

The Murray Shoe Co., of London, are now manufacturing a high grade of women's McKays, having installed the necessary equipment. The new samples which are being shown to the trade are built on snappy lasts and evidence splendid shoe making in every detail. The Murray Shoe Co. expect that their women's McKay department will soon become one of the busiest in the factory.

One of the latest predictions is that for July and August footwear styles for women there will be quite a demand for chocolate kid pumps, colonials and other low effects and chocolate bals with military accessories will also find some favor. Other stylists declare that the black and white footwear wave which is sweeping over several American cities, will strike the larger centres in Canada with equally as great force.

The Royal Shoe Co., Yonge street, Toronto, are now showing bronze colored kid lace boots and white buckskin trimmed with patent, and diamond shaped tips. Side lace boots in all the different leathers and styles are also displayed. Other showings are Cossack boots which come almost to the knee in grey suede, with patent trimmings, tan calf with black and tan suede trimmings, and gun-metal, trimmed with patent leather.

The directors of Canada Consolidated Rubber Company, Montreal, have decided upon a million dollar preferred stock issue at par. The authorized preferred stock of the company at the present time is \$2,000,000. Of this \$1,980,000 is outstanding. The new issue will include the \$20,000 of the old stock in the treasury, and will therefore really be for \$1,020,000. Besides the outstanding preferred shares the company has \$2,804,120 common and \$2,590,000 bonds outstanding.

The Ed. Stark Shoe Co. are now occupying their attractive new home, 566 Granville street, Vancouver, which premises are artistically decorated and thoroughly remodelled. Inviting new fixtures have been installed. There is a private writing desk and telephone for the use of women shoppers, and an up-to-date shoe shine stand. The lighting system is perfect. The show windows are among the most striking and original in the city, and another outstanding feature is a handsome electric sign.

Hugh F. Murray has been appointed manager of the new branch store in St. Thomas, which Johnson & Murray, of London, recently acquired from J. Houston & Son. Mr. Murray is well known to the shoe trade and was for a considerable time at the head of Murrays Limited, in Calgary. He is a brother of Ken Murray, who is a widely known shoe traveler. Mr. and Mrs. Murray will shortly take up their residence in St. Thomas, and old friends will be glad to welcome them back to Ontario.

The Browne Stores, Limited, have been incorporated with a capital stock of \$200,000. The head offices of the company are in Montreal, and they have secured quarters

JOHN J. TILT, OF TORONTO, A SHOEMAN OF SEVERAL YEARS' EXPERIENCE WHO HAS JOINED THE SELLING STAFF OF THE BRANDON SHOE CO. OF BRANTFORD, AND IS NOW COVERING THE PRAIRIE PROVINCES IN THE INTEREST OF HIS FIRM.



at the northeast corner of St. Catherine and Mountain streets in that city, where they will open an establishment, selling goods at 25c., 50c., and \$1.00. The president of the company is Fitz-James E. Browne, of the House of Browne Limited, and the vice-president is James Robinson, the widely known wholesale shoeman, of Montreal.

A Winnipeg correspondent writes: The Messrs. Pocock, who are at the head of the Winnipeg Shoe Co., and conduct the business formerly carried on by Tom Stedman, Limited, are doing a fine trade. Swanson & Pearson, of the Upstairs Shoe Store, have dissolved partnership. Mr. Swanson is continuing the business. Bert Hendron has a fine shoe store on Smith street, next to the Olympia Cafe. His specialty in men's shoes is "Just Wright." Mr. Hendron is doing well.

R. J. Trettheway, of London, Ont., who is a widely-known shoe traveler and was formerly in the wholesale shoe line in that city, has taken a position with the Blachford Shoe Manufacturing Co., Toronto, and will cover Western Ontario. Geo. Grills, who did a successful business last year for the firm in Eastern Ontario is again looking after this ground. Fred. P. Beemer, who will sell the Blachford shoes in the West along with his other lines, leaves for the Prairie Provinces next week on an extended business trip.

Commencing this season, it is the intention of the Miner Rubber Co. to fill placing business (that is business booked in March and April for fall shipments), from Granby instead of from their warehouses at London, Quebec, Ottawa, Montreal and Toronto. Their reason for doing this is, that it will allow them to give their customers much better service, etc. This necessitates an additional storey to one of the buildings at the factory in Granby, and means a permanent increase to the staff there of ten to twelve hands.

There was an interesting and instructive exhibit at the rooms of the Toronto Ad Club, 108 Yonge street, Toronto, a few days ago, of attractive posters and other publicity literature, which was the clever work of R. W. Ashcroft, publicity manager of the Canadian Consolidated Rubber Co., of Montreal. The display proved to be a source of delight and profit to the members of the club, revealing many new features and striking characteristics in various lines of advertising in connection with the Dominion Rubber System.

W. J. Thurston, of Guelph, Ont., held a formal opening of his new shoe store at 45 Downey street, Stratford, on Thursday, March 25th, from 3 o'clock in the afternoon until 7.30. There was a large attendance, and the handsome mahogany interior of the store was greatly admired. No goods were sold, but all the new spring styles were on display. An orchestra furnished lively music, and all lady visitors were presented with roses. The novel inauguration was a great success and the succeeding day the store began regular business.

The Retail Merchants' Association who now have their headquarters at 21 Richmond street west, Toronto, intend moving into their new location at the corner of College and Yonge, on the top floor of the Bank of Commerce building. It is expected that the transfer will take place about May 1st. The company had intended taking two flats in the former Y.M.C.A. building at the corner of McGill and Yonge streets, but arrangements could not be completed satisfactorily, hence the quarters at the corner of College and Yonge streets, Toronto.

The annual meeting of the Boot and Shoemakers' local was held recently in Hamilton. The following officers were elected for the coming term: President, James H. Fell; vice-president and collector, F. Garson; treasurer, R. Lawson; financial secretary, A. Johnson; recording secretary,

J. Gillam; delegates to the trades and labor council, A. Johnson, R. Lawson and J. Gillam; delegates to the Union Label League, A. Johnson, A. E. Spriggs and F. Garson. After the new officers had been installed by Bro. A. E. Spriggs, refreshments were served.

Fred R. Foley, shoe retailer of Bowmanville, Ont., who has been fourteen years in business in that town, marked the occasion by holding his annual clearing up sale for one week. Mr. Foley, who is a member of the town council, is showing his interest in the boys and girls of Bowmanville by offering valuable prizes to encourage them to build bird houses that will be ornamental and thus protect native birds. Mr. Foley is the chairman of the civic improvement committee, and the first prize is a pair of leather shoes, and the second a pair of tennis shoes.

George McLean has been added to the traveling staff of Getty & Scott, Limited, Galt, and is now covering part of the ground formerly looked after by S. J. Anderson, in Ontario, which includes the Goderich, Kincardine, Southampton and Warton branches, making a specialty of the stock lines which are ready for instant delivery. Mr. McLean has been about fifteen years in the retail shoe business and during the past few weeks has been at the factory receiving a factory training. He comes from Ridgetown, Ont., and is meeting with good success on the road.

An auction sale of the effects of the McDermott Shoe Co., 699 Letourneau avenue, Maissonneuve, took place on March 28th, Marcotte Bros. being auctioneers. Leather, shoes and material were valued at \$5,474, machines at \$2,913. machinery, fittings and fixtures \$5,341. Alex. Burnett was the liquidator and reports that everything except the leather was sold by auction in small quantities at about thirty-five cents on the dollar. The purchaser of the leather was Mr. Davidson, who acquired the stock at this valuation. It is understood that the building lately occupied by the McDermott Shoe Co. will be rented, but not for shoe manufacturing purposes.

Something entirely new in the way of entrance arrangements is seen in the branch store of Waterbury & Rising, Limited, in Union street, St. John, N.B. It is the first of its kind in that city, if not in Eastern Canada. The entrance gives facilities for three distinctive window displays with two doors, a wide open entrance nicely tiled and with an attractively stained ceiling effect. The lighting effects are elaborate. The windows on the corners or sides of the entrance are arranged at an angle and afford considerable room for display purposes, while in the centre between the two door is a deep, wide window for special displays in the way of "feature lines." The arrangement has attracted favorable comment.

John Hallam, Limited, Toronto, in their last weekly hide report, say: The market on beefhides had been pushed up, until the prices paid were nearly double those of a few years ago, and higher than have been paid for similar stock for a generation, but the demand for leather fell off, large quantities of South American and foreign hides were dumped on the American market causing a decided slump in prices, leaving the hide market in a very unsettled condition. At the present time the views of tanners and dealers are from 1 to 2 cents per pound apart, and a still further decline in the near future would not be surprising. City butcher hides, flat, 15c. per lb.; country hides, flat, cured, 14c. to 15c. per lb.; part cured, 13c. to 14c. per lb.; green, 12c. to 13c. Calfskins—Everything that has been said about beefhides applies with equal force to calfskins. the market on this article is weak, and stocks are accumulating. City skins green, flat, 16c.; country, cured, 16c. to 17c. each; part cured, 15c., according to condition and take off. Deacons or Bob Calf, 50c. to \$1.00.

NEW SHOE COMPANY ORGANIZED

Federated Shoe Service Co., with headquarters in Quebec, and a capital stock of \$50,000, has been incorporated. The powers of the company are very wide and under their charter, they can manufacture, purchase and sell all kinds of footwear, and manufacture, tan, sell and deal in leather and hides of all kinds, as well as purchase, sell and deal in lasts, shoe counters, cartons, cases, dressings, etc.

DEATH OF LACE MANUFACTURER

H. B. McCarthy, formerly of Port Hope, who was a well-known manufacturer of leather laces and did a large business with the shoe findings trade in the country died in Toronto on March 19th. Mr. McCarthy formerly owned a shoe store before embarking in the manufacturing line. He was a gentleman of sterling integrity and highly esteemed. G. W. Allan, shoe retailer, of Carleton Place, was in Toronto last month attending the funeral of his brother-in-law, H. B. McCarthy. Deceased, who leaves a widow and one son, was also a former resident of Carleton Place, having conducted a shoe business there, and was succeeded by his brother-in-law, C. C. Allan, who is now located in the footwear line at 1422 Queen street west, Toronto.

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents
Cash must accompany all orders.

SHOE FACTORY making McKays and Standard Screw Shoes for sale, in shoe town in Canada. Party with experience and \$5,000.00 cash may secure this factory on easy terms. A loan of \$15,000.00 has been passed to the company at present holding factory. Reply in confidence with reference to Box A 202, SHOE AND LEATHER JOURNAL.

READS THE BOOK THOROUGHLY.

I consider your paper too valuable to be merely glanced at and laid aside. I read it thoroughly from cover to cover, and enjoy every page.

GEORGE A. MELONEY.

North Sydney, N.S.

A WELCOME VISITOR

I would like to say that the "Shoe and Leather Journal" to my mind is one of the very best of its kind, and I certainly look forward to its coming twice every month.

HARLEY HENRY.

Saskatoon, Sask.

HOW THE JOURNAL IS READ.

Enclosed find two dollars in payment of two years' subscription to the SHOE AND LEATHER JOURNAL. I have always read your paper as faithfully as my late husband did, and find the Journal very interesting.

Elora, Ont.

MARY E. McCULLY.

INSPIRATION TO THE TRADE

Enclosed please find \$1.00 in payment for my SHOE AND LEATHER JOURNAL for 1915. I admire the Journal, as it is an inspiration to the trade, and I cannot see how any shoeman can successfully get along without it. Wishing you the compliments of the Easter season.

Hensall, Ont.

R. J. DRYSDALE.



GENUINE FIBRE COUNTERS NOW "MADE IN CANADA"

EQUAL TO THE BEST

Our new line is a thoroughly "Made in Canada" one. The fibre board used in making up the counters is manufactured by us at Chambly Canton (near St. Hyacinthe) so that not even the raw material we use is imported.

Our Fibre Counters are Guaranteed to Out Wear The Shoe.

SEND FOR
SAMPLES AND
PRICES

Duclos & Payan FACTORY AND OFFICE: ST. HYACINTHE, P.Q.
STORE: 224 LEMOINE STREET, MONTREAL.

Tanners of Chrome Side Leather, Box Sides, Velours, Matt and Waterproof Sides, Chrome Soles.

KANGAROO

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kld

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.

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.

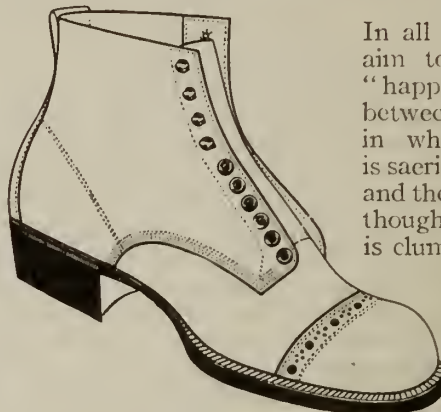
Marden, Orth & Hastings Co.

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

**Both Style and Comfort
 in Oberholtzer Shoes**



In all our lasts we aim to strike the "happy medium" between the shoe in which comfort is sacrificed to style and the shoe which, though comfortable is clumsy.

Oberholtzer shoes are both comfortable and smart. They win on appearance and they win on wear.

Stock the Oberholtzer Shoes and give the men the kind of shoes they want—good-looking, good-wearing and thoroughly Comfortable.

G. V. Oberholtzer 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

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 Christie Street, Toronto

City Office & Warehouse
 63 Bay Street, Toronto

BRANCHES
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 G. S. HUBBELL, Agent
 553 St. Valier Street, Quebec
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If
 you want the
 best material
 and workman-
 ship ask for



No. 14—10 in. leg

**John Bull
 Larrigans
 and
 Leggings**

Made by

The R. M. Beal Leather Co.

Limited

Lindsay, Ont.

BUILT FOR GOOD SERVICE



In every detail of material and workmanship the "EVERYDAY" Shoe is as nearly perfect as it can be. Its reputation has been acquired and is being maintained.

The "EVERYDAY" Shoe

never fails to give the wearer complete and enduring satisfaction. Dealers who sell this line will never hear any complaints about it, because every pair is minutely examined before shipment and no shoe bearing the "EVERYDAY" label is allowed to leave our warehouse that is defective in any particular.

FALL RANGE NOW BEING SHOWN

T. Sisman Shoe Company, Limited
AURORA ONTARIO



Charles A.
AHRENS
limited.
BERLIN, ONT.

Manufacturers of
SOLID LEATHER SHOES





Satisfaction Guaranteed
by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

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

STITCHDOWN SANDALS
MADE IN CANADA



Made to wear
Goodyear
Stitched
Staple Reinforced

Your best guarantee for non-ripping

Mayer
"Trade Mark"

OUTDOOR SPORTING
SHOES - INQUIRE
FOR PRICES.

Th. Mayer, 624-626 St. Paul St., Montreal

Turn Into Money

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

R. G. DUN & CO., 70 Bay Street

The Collection Service, which has been proved most satisfactory by all users of it, is

OPEN TO REFERENCE BOOK SUBSCRIBERS
Subscription and Collection Rates on Application

Over Seventy Years Record of Efficiency



**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.

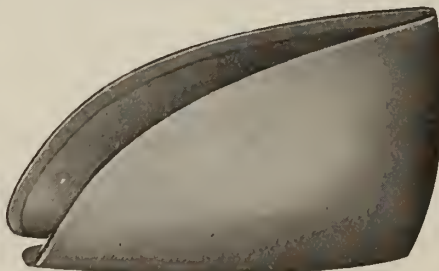
Send for samples.

We buy all Offal for cash.

Independent Box Toe Co., Montreal

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.



"Made-in-Canada"

F. BLOUIN, REG.

CORNER OF COLOMB AND NELSON STREETS : QUEBEC

THE
Robson Leather Co.

LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.



Trent Valley Oak Sole Leather

Established Over Half a Century



is very popular with manufacturers
of the best

Goodyear Welts - Turns - Fine McKays

Because it "tests up"

A Pure, Non-Acid, Packer Hide, Flexible Leather,
in bends, backs or sides. Works and wears well.

Scoured Oak Bellies in this tannage make the finest
Goodyear Insoles, Counters and Box Toes.

"Trent Valley" is in Oak what "Penetang" and
"Eagle" are in Hemlock—RELIABLE.

THE BREITHAUPT LEATHER CO., LIMITED

Head Office - Berlin, Ont.

Have you received your copy yet?

Just off the Press

Our "Am-bri-can" Catalog of Men's Shoes.

This is a neatly compiled booklet with Price List insert. There are 15 illustrations of AM-BRI-CAN SHOES and a series of 10 Newspaper Ads., being talks by "The Little Shoemaker" on this high-class footwear, with mortised space for dealer's name. There will be no difficulty in selecting a line of Fall Footwear from this catalog. Both styles and prices must appeal strongly to the discriminating dealer.

Just off the Press

Our "Cameo" Catalog of Women's Shoes.

A beautifully gotten up booklet with Price List insert. There are 10 illustrations of CAMEO SHOES FOR LADIES, embracing the latest and most fascinating styles in feminine footwear. There are also 10 Camco Shoe Ads. in "human interest" vein and exceptionally artistic setting. These ads. are mortised to receive dealer's name and will be a credit to any store, just as the shoes are a credit to the shoemaking craft.

Just off the Press

Our "Ready-to-Ship" Catalog of Men's Shoes.

Fifteen men's shoes are illustrated here in an attractive folder. Ready-to-Ship Selection No. 1 is an assortment of 72 pairs of shoes costing\$233.25
Ready-to-Ship Selection No. 2 is an assortment of 144 pairs of shoes costing\$467.10
Ready-to-Ship Selection No. 3 is an assortment of 225 pairs of shoes costing\$732.00
The idea is: No waiting, no disappointments. Cost, selling price and profit (with competition prizes free) clearly shown.

Now, if you haven't received your copies of these catalogs—just drop us a line and we will see that you are supplied. Our six travelers are now on the road—possibly you would like to make certain that they display their lines to you. We are "covering" Canada thoroughly—but no matter where you are situated we would like to hear from you.

American-British-Canadian-Distributors

310 YONGE ST., TORONTO, CAN.

“ KHAKI ”

Colored Glove Horsehide

This new soft green color is now added to our regular line and Khaki Horsehide has all the desirable qualities which have made P. & V. Glove Horsehide so well known.

Samples on request

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 C. Parsons & Son, Limited, Toronto

If your Rubber Order for your Fall Requirements has not yet been placed, do not fail to see a "Life-Buoy" man and get the benefit of present prices



"LIFE-BUOY" TENNIS AND OUTING SHOES

Our New Tennis Card Ask for it

"Life-Buoys" are again to the front for 1915 with their excellent fitting shapes, careful workmanship and superior quality of all materials used in their make-up.

Order in advance of requirements to be assured of delivery when wanted.

Better order NOW.



The production in this department has **doubled** within a few months' time. Extra attention is being daily given our Outing Shoe lines in order to keep pace with the increasing popularity of this style of shoe.

Owing to the increasing high cost of leather footwear, your sales in canvas Outing Shoes will be larger than ever. Do not fail to make preparation therefor.

The Kaufman Rubber Co. Limited BERLIN ONTARIO

TORONTO
76 York Street

LONDON
342A Richmond Street

OTTAWA
281 Wellington Street East

FULL ASSORTED STOCKS OF ENTIRELY NEW GOODS CARRIED AT ABOVE BRANCHES

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**McKAY
SEWN
SHOES**

FOR
WOMEN, MISSES
AND CHILDREN

Shoes that have Style and Finish
—at the right price for the jobbers,
who are invited to see samples.

“La Duchesse” Shoe Co.
REGISTERED

“Successors to B. Vaillancourt”
40 Grothe St., MONTREAL

J. E. DUPRE

A. BAILLARGEON

THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KINDS

321 AIRD AVE.

MAISONNEUVE - - - MONTREAL

Cheaper Satisfaction



YOUR customer's customer
will pay less for more
satisfaction if you
put GUAY ALL-
LEATHER COUNT-
ERS in your shoes.
It pays.

Prices and Samples
on application

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MONTREAL

We also make Union,
Standard and Leather
Board Counters

ALL LEATHER
Wood & Baggs, Room 3 Athena Bldg., 163 1/2 Church St.
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YOUR CLERKS

Have them read the
Shoe and Leather Jour-
nal regularly. They
will benefit by doing so.

**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

THE SMARDON SHOE COMPANY, Limited

Individuality in Footwear



THE SMARDON SHOE CO., LIMITED, cordially invite you to inspect their Summer and Fall Fashion Exposition of exclusive styles in Womens Footwear, in which they present a complete array of new, authentic and ultra-distinctive styles intended to meet the exacting requirements of those who demand individuality in footwear.

The shoe pictured is made with a vamp and foxing of any leather and a topping of Suede Calfskin or Cloth, in Putty, Sand, Canary, Greys, Fawn, Nigger Brown or Black.

Sizes 2 to 7. A to E.



THE SHOE & LEATHER JOURNAL

The new Russian Cossack boot for women, ten inch leg, fancy patent leather vamp and foxing, grey suede top, with patent cuff and insertions of grey suede, kid lined, leather Louis heel.

This boot, which is very light, was modeled after original Royal Russian Court footwear, and is in keeping with the short skirts and military style tendencies now prevailing. The boot has appeared in Toronto, Montreal, New York and other large cities, and comes in various effective combinations of leather.



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TORONTO MONTREAL



“I Sell Regal Shoes” Sells Shoes For You

The mere announcement that *you* are the Authorized Agent for Regal Shoes focuses all eyes upon *your* store as the *Premier Shoe Store*.

The reputation that it would take you years to gain by planning and plodding you gain the moment you put Regal Shoes in your window and Regal Fame behind you.

Regal Shoes are *Made in Canada*. We confine them to *One Authorized Dealer* in a town. If you are the man, write for our plan.

35 Regal Styles Always In Stock. Shipment goes out the day your order comes in. Simply address

Regal Shoe Co., Limited

In-Stock Department

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“Ritchie Service”

21 DAY SERVICE

The Best Service
consistent with Good Shoemaking

THE JOHN RITCHIE CO. LIMITED
QUEBEC

Goodyear Welts Exclusively

Shoes That Assure Foot Comfort

Are the kind to sell. And you can get shoes that are not only more comfortable than any but more stylish than most.

Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO

and

*THE
Professor*

PAT. NO. 119409
GOLD CROSS
SHOE

The Doctor's Shoe is a stylish, sensible shoe that can be worn with complete comfort in any kind of weather. Its anti-septic lining and middle sole of thermal asbestos keep the foot at its natural temperature and do not hold the odors of perspiration. It is also perfectly waterproof.

The Professor Shoe is made over sensible lasts and has plenty of toe room, and, being made of soft, pliable kid, it yields readily to every movement of the foot. Its inner sole is medicated and cushioned, making walking easy and pleasant and preventing all manner of foot troubles.



MADE
IN
CANADA



ASK YOUR JOBBER'S SALESMAN TO SHOW YOU
FALL SAMPLES OF THESE FAMOUS SHOES

The Tebbutt Shoe & Leather Co.
LIMITED
Three Rivers, P.Q.



SOME FEATURES OF OUR 1915 FALL RANGE

Along with the many new lasts and patterns which we have added to our lines, we have greatly increased our range of skating and hockey boots. We have also installed a viscolized sole line made by the latest and most improved methods.

There are many other features in our 1915 Fall samples which are going to make the AMES-HOLDEN-McCREADY shoes more popular than ever.

OUR TRAVELLER WILL CALL ON YOU AT AN EARLY DATE. DON'T PLACE YOUR ORDER TILL YOU HAVE SEEN OUR FALL SAMPLES.

IN-STOCK DEPARTMENT

A moment's consideration will convince you of the service this department can render by keeping your stock down to a minimum through its use. You could not do this if you did not know that you can depend absolutely upon the prompt attention and courteous consideration our IN-STOCK department can give as well as the satisfaction which is guaranteed.

DROP US A LINE TO-DAY TELLING US OF YOUR NEEDS

Canada's Largest IN-STOCK Shoe House

Ames-Holden-McCready, Limited

MONTREAL

ST. JOHN

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

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



“PROMENADE” MODEL

Fashion's fancies, tempered by our experience, are reflected in the shoes now being shown by our salesmen. BELL footwear comprises a range well calculated to interest those shoemen who are intent on buying sane, saleable models for next fall.

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.”



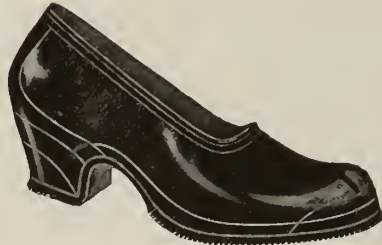
The Popular Call is for MINER RUBBERS—Are You Prepared?



From the Atlantic to the Pacific, MINER rubbers have achieved a popularity won on merit alone. The consumer has found that he receives more for his money when he buys "MINER" or "SHEFFORD" brands, and makes it a point to ask for these lines—and *insists on getting them.*



Remember, you don't have to argue or coerce in order to sell these brands. There is already a strong call for them, and they are gaining in popularity every day.



Therefore, we ask you — are you prepared to meet the demands of your customers? Are you fortified with a full range of MINER lines?

IF YOU HAVE NOT PLACED YOUR ORDER YET, WAIT FOR THE MINER MAN. HE HAS MANY FEATURES TO SHOW YOU IN OUR NEW LINES.

The Miner Rubber Co., Limited

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MONTREAL

TORONTO

QUEBEC

OTTAWA

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 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.

MINER
MEANS
MERIT

MINER
MEANS
MERIT

“Murray-Made”

and

“Derby”

for the Men, and

“Cleos”

Made in Welts and McKays

for the Women

SURE SELLERS

Never in our history have we produced a range of fall styles equal to that now being shown by our salesmen.

This range is replete with the newest ideas in shoedom, properly adapted to meet the needs of Canadian trade, and to assure quick sales at good profits.

You will be consulting your own best interests by inspecting the MURRAY line—the line that makes it most profitable as well as patriotic to sell “Made-in-Canada” shoes.

The Murray Shoe Co., Limited

LONDON, ONT.

Montreal Branch

SOLE FRANK J. McKENNA AGENT

Read Building, St. Alexander and Jurors Streets



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

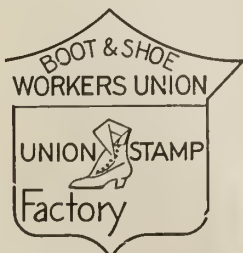
Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer





JUST WRIGHT SHOES

Will stand the closest inspection and they won't STAY long on your shelves.

They make pleased customers, too! That's the beauty of them.

Are you using our In-Stock Service?

Do yourself and your customers a good deed to-day, write for our In-Stock Catalogue of JUST WRIGHT Easy Sellers. Ready for Shipment.

E. T. WRIGHT & CO., Inc.

ST. THOMAS, ONT.

ROCKLAND, MASS.



Canada's Best for Little Folks



Black and Chocolate Kid
75c.—2—5 \$1.00—4—7½

You will have an active and profitable children's shoe department if you are selling Classic Shoes, because this well-known line has an established reputation. And this reputation gains strength with every pair that is sold, for the simple reason that they **always** give **complete satisfaction** in appearance, comfort and wearing qualities.

CLASSIC SHOES For Children

Have you seen the new Fall range? If not, you will be well advised to do so at your earliest opportunity, for a larger range of smart shoe styles for children has never been produced.



Patent, White, Red, Dull Kid
Black Cloth Tops

*Classic Shoes are
Supplanting
Foreign Footwear*



GETTY & SCOTT, LIMITED
GALT - ONTARIO

Always First With the New Ideas

The saying that "You'll see it first in the 'Classic' Range" is still going around, because we never cease our vigilant search for saleable novelties. One of our latest is shown here—a side lace Bal., patent, Napoleon vamp and foxing, Belgian silk brocade top, silk braid facing, leather Louis heel.

This is one of the smartest novelties in the trade, as you will readily agree when you see a sample.



Welts—\$3.00, \$3.25

CLASSIC SHOES

For Women

Our Fall range, in its incomparable completeness, is the most striking proof of the fact that it is good business to push "Made in Canada" shoes.



In Stock—Grey and Fawn Tops
Welts \$3.00, McKays \$2.50

*All Staple Lines
carried in stock.*

*Price and quality
on all lines same
as last season.*



Growing Girls', Misses', Child's in Stock

GETTY & SCOTT, LIMITED
GALT - ONTARIO

PACKARD'S No. 5 WHITE "O"

IN ZINC BOXES



FOR CLEANING

White Canvas Shoes, Belts, Etc.

DOES NOT CONTAIN ACID

Gives a pure white finish, is easily applied and very economical in use.

RETAILS AT 10c. PER BOX

We have a full line of canvas cleaners in white and colors, put up in solid or liquid form.

Drop us a line for our latest price list.

L. H. PACKARD & CO., LIMITED
MONTREAL

PACKARD'S "SPECIAL" SHOE POLISHES

THE Robson Leather Co. LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

If

you want the best material and workmanship ask for



No. 14—10 in. leg

John Bull Larrigans and Leggins

Made by

The R. M. Beal Leather Co.
Limited

Lindsay, Ont.

HARTT ♥ ♥ SHOES



Men's Mahogany
Russia Circular
Seam Foxed Bal,
with Khaki Cloth
Top.

During the coming season Military Effect
will be demanded in all matters of dress.
The above is one of the many features
of our Line for FALL 1915.

The Hartt Boot & Shoe Co.

Limited

"Canada's Best Shoemakers"
FREDERICTON, N.B.



WHY NOT GIVE YOUR WOMEN CUSTOMERS WHAT THEY DEMAND?



Naturally the retailer who can best satisfy the wants of his customers is the one who wins out in the long run. Although the average woman may not be able to tell you in so many words just what she desires, she can at once recognize her ideal in snappy footwear if she is shown it.

Herein, to a very large extent, lies the immense popularity of our

Kingsbury AND America's Beauty

shoes. They are the product of our many years experience in catering to the women of Canada.

We have studied the tastes of feminine shoe wearers, and as a result have secured their confidence and patronage, because we are able to more than satisfy them.

Our Fall 1915 range is the best we have ever placed in the hands of our travellers who are now on their way to you.

IF YOU HAVE NOT YET JOINED THE RANKS OF SATISFIED KINGSBURY RETAILERS DO SO NOW.



Kingsbury Footwear Company

Specialists in Ladies' Footwear

LIMITED

MONTREAL

Shoe Machinery

For Every Department
FROM
Lasting to Finishing

TRADE



MARK

GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL-C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring, and Finishing Machines, Loose Nailing and Slugging Machines, Cementing, Buffing and Skiving Machines, Gem Insole Machines, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

UNITED SHOE MACHINERY CO. OF CANADA

MONTREAL - - QUE.

Adelaide Street West, Toronto

492 St. Valier Street, Quebec



Here is a Paying Proposition
IN
"MOOSE HEAD BRAND"

SHOE PACKS, LARRIGANS, SPORTING BOOTS, SUMMER PACKS.

If you have not seen our 1915 samples you will be surprised at the wide variety, quality, workmanship and wear we are offering in our Oil Tanned Shoe Packs, Larrigans, Sporting Boots and Summer Packs. We assure you of perfect satisfaction.

Ask your jobber to show the "Moose Head Brand" line and satisfy yourself as to whether our goods are all we claim them to be.

John Palmer Company Limited

Fredericton, N.B.

The Largest and Oldest Manufacturers of Oil Tanned
Waterproof Footwear in Canada.



MADE IN CANADA

Dominion
Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited
NEWMARKET ONTARIO

Aird McKays and Turns

Jobbers find that the Aird samples always contain the latest models, and they know that the shoes are made with a care that bespeaks expert shoemaking—the result is that every order which leaves the factory gives entire satisfaction.

Jobbers' Inquiries Solicited.

AIRD & SON - MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

Made to Wear



WILLIAMS' SOLID LEATHER SHOE

Every part of every Williams Shoe is made of solid leather. Every detail of workmanship is honestly performed. Nothing is skimped or shirked that the most rigid system of inspection can prevent. The reputation of the Williams Shoe has been made upon its supreme ability to give long service under hard conditions. You have any number of customers to whom the durability of a shoe is the factor of greatest importance; and the Williams Shoe will enable you to give these men perfect satisfaction.

See Our Fall Line

Williams Shoe, Limited
BRAMPTON ONTARIO

Made - In - Canada

"The Shoe that
made Brampton
Famous."



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



MORE POPULAR THAN EVER

are our lines of

"RED-MAN"

**PLAIN EDGE, SOLID HEEL
BOOTS**

AND

LUMBERMEN'S

It has been amply demonstrated that the solid-heel, plain-edge construction that we use on certain classes of heavy rubber footwear enhances their durability as well as ensuring added comfort to the wearer. As the originators of this style of heel-and-sole construction, which has been imitated but not equalled by other manufacturers, we unhesitatingly recommend it to the trade.

OUR TRAVELLERS ARE NOW SHOWING OUR 1915 RANGE.



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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The Tide of Business Conditions is Gradually Rising

Better Feeling Prevails All Around—Every Branch of the Trade More Buoyant—Buying While of a Careful Character Shows That Confidence Exists—Process of Reconstruction Throughout the Commercial World

Now that spring has arrived and the balmy, vernal days herald the fact that the winter season is over, the average business man naturally wonders what the next few months have in store for him. True, the outlook is not of the brightest character, with much doubt prevailing as to the closing date of the war, general retrenchment in national, civic and personal affairs—the speculation as to the abundance of the western wheat crop and the uncertainty regarding the extent of building operations. On the other hand, there is no need of being discouraged or pessimistic.

During the past eight or nine months the mercantile and manufacturing interests of Canada have stood the strain remarkably well. Considering that the trade of many mercantile establishments has been depleted and profits of the larger concerns diminished from what they were during the hey-day of prosperity in 1911-12, the result is most gratifying as showing the strength generally of the business houses and institutions of Canada. True, payments are not as prompt or satisfactory as they might be, and many concerns are asking for extra accommodation in this regard, still it is universally conceded that affairs touched bottom some time ago. The trend of events in general and the feeling existent on all sides is that matters are on the mend. There is an upward move in nearly every line of industrial and commercial endeavor—and while it may be slow, it is daily gathering strength—and there will be a gradual process of re-construction to the former substantial order of things.

Should the war terminate suddenly, it is not to be expected that there will be any instantaneous boom in general business conditions or a sharp revulsion. Many causes have contributed to the present quietness, and even if hostilities had not broken out in Europe, it is doubtful if business and monetary matters would have been very much better. It has been demonstrated time and time again, that "hard times," as they are conveniently called, move in cycles of about six or seven years and last for a greater or lesser period of time.

Every omen now points unmistakably to the dawn of better conditions; prosperity is gradually returning; confidence is being re-established; bonds and good industrial stocks are being acquired quietly, with an assurance that the investments will yield a good return.

In the shoe and leather business matters have been rather quiet. Buying for some months has been of a gradual, conservative character, both on the part of jobbers and retailers, while factories have also exercised a wary discretion and made purchases only as required. This has resulted in a depletion of stocks all around, but travelers, who are now covering their old territories and are naturally the harbingers of lively trade conditions, declare that, while some retailers may be holding aloof, the majority are ordering with more confidence and buoyancy than they have for some time past.

The shoe industry on the whole has stood the strain well. There have been few failures when the number of those engaged in the trade is taken into consideration. True, a few venturesome spirits always seeking to break into business without capital, judgment, experience, suitable opening, or reserve force of any kind, have been forced to the wall, but the great mass of producers and dealers have come through remarkably.

With "a long pull and a strong pull and a pull altogether"—co-operation between buyer and seller—during the coming few months business should show substantial increases, until the former order of things is re-established. This evolution will not come about in a week or several weeks, but by patience and persistence, pluck and purpose, there is no doubt that the trade can, by presenting a cheerful attitude and an optimistic spirit, do much to usher in bigger, brighter business on a sounder basis and with greater strength to stand the stress of any competition or reverses that may be encountered, should the world ever experience a similar chaotic state of affairs, which, however, it is not likely to do in the life time of the average reader.

Be cheerful and hopeful and do not lose faith in your business or yourself. Be alert and energetic and by more aggressive methods and improved service, demonstrate that you can surmount any temporary depression.

How Some Women "Shop" When With a Friend

A Gabby Confab over Aristocracy of a High Arch and a Small Foot—"Sweeney" was Out and the Other Clerk Simply Could not Understand—A Melange in the Matter of Sizes—No Decision Today

Miss Maloney (to Miss O'Brien, who has come with her to the shoe store)—"Say, Mame, he says Mr. Swcency's gone out to luncheon. Ain't it terrible? Now, who do you suppose I'm going to get to wait on me?"

"Yes, of course, I know there's a plenty of other clerks, but there's so few folks can fit my foot. You see, I got a real kind of peculiar shaped foot. That is, I don't mean it's really peculiar shaped; it's just kind of unusual, don't you know? Such an awful high arch; Ma says that's a sign we got some aristocratic ancestors. Some of 'em was kings and things like that in the old country. That's how I come to have such a high arch. Of course, it makes a person's foot real swell looking. Every body says what a swell looking foot I got. But it's kind of hard to fit.

"Well, seeing he ain't here I suppose I'll have to have somebody else wait on me, but I don't know. Mr. Sweeney, he's used to my foot.

"Well, yes, now, there was a pair of shoes in the window that I thought was cute. No, I don't know as I do remember just the number. I guess it was 230 or 450, or something like that. Yes, if you'll just bring both of them numbers I guess I think I'd like to try both of 'em on.

Three and a Half Triple A

"My number's three and a half. Well, I guess I got a right to know what number shoes I wear. I never wore fours, let alone four and a halves, in my life. I don't care what number they're marked. I always wear three and a halves triple A.

"Say, Mame, d'jever see such nerve? Telling me I don't know what number shoes I wear. I guess I'd ought to know. Now, if Mr. Swency was only here. He knows just fine how to fit me. And he's the cutest thing, Mame. He always says he never saw such a small foot and such a high arch on any person in his life.

"Oh, those ain't the ones I saw in the window. The ones I saw were real kind of swell looking, awful high heels, don't you know, and tan tops. I'm awful sorry, but really I couldn't wear them styles at all. They wouldn't fit my foot no more than nothing. You see, I got such a kind of unusual shaped foot. Such a high arch. Ma says it's a sign of us having real aristocratic ancestors in the old country. Ma says her ma had a foot kind of like mine, only not so narrow and high arched. Ma says I got the highest arched, narrowest foot of anybody in the family.

"Yes, if you would just get them other kind I'd be awful much obliged.

"Yes, sure, that's the ones. But you've brought four and a halves. Seems to me like it's a pity you couldn't remember I told you I never wore nothing bigger'n a three and a half in my life.

They're a Mile Too Big

"No, it ain't worth while for me to try it on. I've tried four and halves before and they're a mile too big. I just couldn't hardly keep 'em on my feet. No, you might just's well take 'em back. I never wore nothing bigger'n—

"Well, I'm sorry he had to get so grouchy about it, but when a person's got such an unusual shaped foot they just got to be kind of particular about their shoes. You can see that yourself, can't you, Mame?"

"Yes, I guess those will do. You're sure they're three and a halves, are you? Well, I guess—those are—about—right.

"There now, what did I tell you? They went on just as easy. Well, maybe they do seem kind of stiff, but then I don't think that shoe horn you're using is a real good one. You see, my foot's got such a high arch—

"Too small? Say, you'll make me laugh in a minute. Why, my foot wabbles round in that shoe. I could get both my feet in it. It's just that it ain't quite the right shape makes it seem like maybe — Suppose you get me that other style. Like the one that lady's trying on. Oh, they ain't got light tops, have they? Well, I guess I'll try them on, any way. And be sure you bring me three and a halves. I simply can't bear nothing bigger'n—

"Say, would you mind me just looking at that shoe you was trying on that lady over there? That one with the real kind of high heels and light grey tops. Say, those are peachy looking shoes. And they fit just fine. What number did you say they was?"

High Heel and Light Grey Top

"Fives? Well, for the land's sakes! Ain't they funny, Mame? Look how my foot just rattles round in 'em.

"Say, it's a joke, Mame, ain't it? But I like the style of 'em fine. If it wasn't for their being such a pile too big I'd have a good mind to take 'em. They got fine lines to 'em. Have you got those in a smaller size?"

"Fours? Well, I might try those on, but I don't believe I can keep 'em on.

"What do you think of 'em, Mame? Seems to me they don't look just like them others. Not half as swell. What do you think? Sure, they're comfortable, but I guess I don't like 'em so awful well—they don't look like that other pair, do they, Mame?"

"I guess I'll wait till Mr. Sweeney's in some time. He knows just fine how to fit my foot, and he's just's cute's he can be, anyway.

"No; I've decided not to get any shoes to-day. Seems like you don't understand how to fit my foot good. When a person has such an unusual shaped foot they got to have just the right kind—

"Say, did you ever see such a grouch? Maybe if he'd acted kind of different I might a bought a pair from him."

Will Re-Claim Rubber

The Rubber Regenerating Co. of Canada, Limited, has been granted a federal charter. The company's head quarters are in Montreal, and the capital stock is \$200,000. The objects of the new concern are "To regenerate and re-claim rubber and rubber by-products from any goods or materials containing rubber by any process or method whatever and to manufacture, purchase or otherwise acquire, deal in, sell or otherwise dispose of regenerated or reclaimed rubber and all products and residuals therefrom, and all materials and products of any kind resulting from or incidental to the regenerating or reclaiming of rubber or the by-products thereof, and any goods, wares and merchandise made in whole or in part of regenerated or reclaimed rubber or its products; to refine and improve crude rubber by any process or method whatever and to purchase or otherwise acquire, deal in, sell or otherwise dispose of crude rubber, improved or unimproved; to manufacture, purchase, or otherwise acquire, deal in, sell or otherwise dispose of any goods, wares and merchandise made of rubber or of which rubber forms a part."

Some Changes Made in Consolidated Rubber Company

Mr. McKechnie Succeeds Mr. McGibbon as President—General Management Will Be in Charge of Mr. Rieder—Maintenance in the Volume of Sales—Directors Look for Another Fairly Prosperous Year—The Financial Statement.

J. H. McKechnie is the new president of the Canadian Consolidated Rubber Co., succeeding D. Lorne McGibbon, who retired after several years' faithful service, at the annual meeting held in Montreal a few days ago.

Mr. McKechnie's accession to the presidential chair is a tribute to an esteemed gentleman who has spent almost all of his business life in developing the rubber industry of the Dominion. In 1883, he launched the Granby Rubber Co., Limited, at Granby, Que., which is now one of the associated companies of the Dominion Rubber system.

T. H. Rieder, vice-president and general manager, will be in active charge of the operations of the company as heretofore. He states that the plant improvements and extensions are well under way, and that the company are experiencing a constantly increasing demand for all classes of goods which they manufacture.

The capital of the Canadian Consolidated Rubber Co. Limited was recently increased by the issue of \$1,020,000. additional preferred stock, all of which has been subscribed for at par. This money is being used to further develop the company's already large manufacturing facilities, particularly along lines which will take care of items which have heretofore been extensively imported, such as waterproof clothing, hard-rubber goods, druggists' sundries, etc.

W. H. Robinson, of Granby, Que., and J. M. S. Carroll, of Montreal, were elected directors. The retiring directors

are Messrs. Duncan Coulson, D. Lorne McGibbon and the late Fleetwood H. Ward.

The officers for the coming year are: J. H. McKechnie, president; T. H. Rieder, vice-president and general manager; Walter Binmore, treasurer; W. A. Eden, secretary; R. C. Colt, assistant secretary; A. Dwyer, assistant treasurer.

A Review of the Year's Record

In his report to the shareholders, the retiring president, Mr. McGibbon, said:—

The volume of business done in 1914 maintained that of 1913 when the reduction made in selling prices is considered. The whole volume of sales was only 7.98% less than 1913, while reductions in prices were made of a larger percentage on all rubber goods. This maintenance of volume was obtained, notwithstanding what was probably the most discouraging year that Canada has experienced, due to the great European War, and also the disappointing conditions west of the Great Lakes. In spite of the unfavorable financial conditions during the entire year we experienced very little difficulty in making satisfactory collections from retailers both in the East and the West. Losses by bad debts were only slightly increased and ample provision therefor has been made.

The stocks of raw materials as well as manufactured goods show little change on the whole. There is a con-



EASTER WINDOW THAT BROUGHT IN GOOD BUSINESS

An Easter window that brought very satisfactory results was installed in the Wilkinson shoe store, Windsor, Ont., by C. M. Hyde, who is an expert trimmer. The background was of beaver board, tinted a very soft pink and blue. The stencil work was white, and the eggs were of cardboard painted white. A heavy drape of white satin to represent panels was used. The steps and pillar were also made of cardboard painted white. The seasonable display was further enhanced by the blue and pink ribbons running up to the rabbit. Easter lilies and suitable show

cards were effectively employed. The dark draping in front was necessary for the lightning effect. The special trim entailed some expenditure of thought and labor, but any window dresser with a liking for his work, and with patience, could reproduce the same, with little cost, the beaver board being the biggest item. This can be repainted and used time and time again. It should, however, be painted with kalsomine, which can be washed off. This special window helped to create an Easter business ahead of last year, in spite of the prevailing quiet times.

siderable reduction of investments in footwear and materials therefor, but this is offset by increases of automobile tire stocks and raw materials therefor. Prospects for 1915 automobile tire sales are very encouraging.

We wish again to record that the plan of selling direct to the trade, which was inaugurated in 1911, has continued to demonstrate that it best serves the manufacturer, retailer, and consumer.

Your employees each and all have continued to devote their energies to serve the public to the best advantage,

The Financial Survey

COMBINED STATEMENT CONSOLIDATED AND CONSTITUENT COMPANIES, DECEMBER 31ST, 1914

ASSETS	
Property and Plants.....	\$5,452,122.92
Inventories, manufactured goods and materials.....	2,939,429.49
Cash.....	57,363.21
Accounts receivable.....	1,110,418.81
Investments, including good will.....	4,404,904.76
Miscellaneous.....	163,856.13
	\$14,128,095.32
LIABILITIES	
Preferred capital stock.....	\$1,980,000.00
Common capital stock.....	2,805,500.00
6% bonds due October 1st, 1946.....	2,600,000.00
Bills payable.....	3,914,634.23
Accounts payable.....	374,279.39
Mortgage on real estate.....	1,200.00
Reserve for bad debts, depreciation, etc.....	105,217.71
Surplus.....	2,347,263.99
	\$14,128,095.32
INCOME	
Net sales, footwear, tires, mechanical and miscellaneous.....	\$6,245,818.83
Cost of goods sold, selling and general expenses and taxes.....	5,282,833.95
	962,984.88
Operating profit.....	145,860.34
*Other Income.....	
Gross income.....	1,108,845.22
Bond interest, cash discounts to customers, provision for bad debts and interest on borrowed money.....	629,663.45
	479,181.77
Net income.....	38,868.52
Expenses previous period not provided for.....	
Surplus for period.....	440,313.26
Dividends declared and paid, preferred 7% ..	
Dividends declared and paid, common 3% ..	222,688.50
	217,624.76
Net addition to surplus.....	2,129,639.23
Surplus, January 1st, 1914.....	
Surplus, December 31st, 1914.....	\$2,347,263.99

*Includes a profit on the sale of land, \$78,388.67.

and that has, we believe, in no small degree contributed to the continued success of your business and the appreciation by the buying public of the perfect, ready, and cheerful service rendered.

The plant of your Dominion Tire Co. has been in operation throughout the year and the product has given service that the public appreciates and thereby further strengthened your company's standing with the buying public of Canada.

All your properties have been maintained in first class operating condition. All expenditures for repairs or replacements have been charged to cost of operating.

During the year in review your directors acquired all the remaining outstanding shares of The Canadian Rubber Co. of Montreal, Limited, and the fixed assets of that company are being mortgaged to The Royal Trust Company as trustees for the bondholders in accordance with Trust Deed securing your bond issue. Your company is now the owner of the whole capital stock of each of its constituent companies.

For 1915 your directors anticipate a continuance of the confidence which the retail trade has in the past given to your company. Under existing conditions, no heavy increase in sales should be looked for but there is reason for the expectation of another fairly prosperous year.

The Grind of the Editor

The editor, who wields his pen, up in his sanctum or his den, is working hard, and hoping much that with you all he'll keep in touch. A sort of clearing house he keeps; all sorts of facts he has, in heaps, collected over all the earth, and used according to their worth.

It is his job to take his spade and dig up facts to help your trade, much special knowledge to collect and make his columns all reflect the best in every modern plan to keep your business in the van.

So read the things he has to say, and jog with him along the way. He has no halo on his head, but oft a moistened towel, instead. He does not bask in silk attire, nor fiddle with a costly lyre; his shirtsleeves rolled up to his ears, he toils away with pen and shears, collecting thoughts he hopes will aid to make a winner of your trade.

And better service he can do, if he walks hand in hand with you. Oh, service is his end and aim, to help his readers play the game!

So read his preachments, and you'll find the reason for his ceaseless grind. And if you fill his soul with joy—pure happiness, without alloy—you'll write to him when you've found a lot of puzzles floating round. No doubt you often have on hand a problem you don't understand, some question or some ugly twist your own experience has missed. Then write the editor and tell the inside facts—'twill please him well, and it will make him blithe and gay to shoo your worriments away.

That journal feels itself a goose, which isn't of true worth and use, to every reader on its list; it's true vocation it has missed.

So, shoemen, be not afraid to ask the journal of your trade for any help you're sighing for, 'twill please the cheerful editor.—Walt Mason.

What Canada Spends in Shoes

Canada annually consumes \$40,000,000 worth of boots, shoes and slippers, of which Canadian manufacturers produce 89 per cent., the remaining 11 per cent. being importations. According to the last census returns, there were 180 shoe manufacturing establishments in Canada, of which 64 were in Ontario and 96 in Quebec. The value of their output at that time was \$33,987,000, the capitalization was placed at \$23,630,000, while employment was given to 16,150 people. In the past fiscal year Canada exported \$116,710 worth of boots, shoes and slippers, most of which went to the United States; but in the same year imported \$4,323,715 worth, of which the United States furnished \$3,632,000, Great Britain \$655,000, Germany \$20,400, and France \$8,900 worth. There is a duty of 25 per cent. ad valorem on British shoes, and 37½ per cent. ad valorem on other importations of shoes. These rates include the increases which went into force a few weeks ago.

When and Where to Solicit Business for Repair Trade

The Best Time to Canvass for Jobs—When Making First Call be Precise and to the Point—Keep a Record of all Customers—Augmenting Business by 100 Per Cent.—Have Patience and Perseverance

By GEORGE E. GIRLING, Edmonton

There are many arguments for and against soliciting for shoe repairs. Many have tried it, become discouraged and failed. Why? Lack of system, aggressiveness and patience.

In common with other businesses, the shoe repair trade is suffering a depression, which can only be overcome by a super-human effort of aggressiveness; many are sitting about their shop crying about hard times, while their business and financial condition is slowly and surely becoming embarrassed. If you, my reader, are one of these, you can alter it to-morrow.

First, it must be borne in mind that you are soliciting because you want work (not for the pleasure of it) therefore, having this fact in mind, you must be prepared to work longer hours. You will find competition, at every other corner you will find a repair shop, but this must not interfere with your determination to increase your business. Remember it is only by real aggressive and untiring efforts that success can be obtained. Out of a possible ten repairers who start to solicit, it is safe to say only two will have the patience to stay with it. In many instances you may be turned down very abruptly. This should serve to make you more energetic. You will be called upon to do all kinds of jobs that you would probably turn down were they brought to your shop.

It is not advisable to solicit, say within a four block circle of your shop. It could be taken for granted the public know you are there and have sometimes given you a trial. The idea of soliciting is to get work which you would not get if you did not go for it, or without injuring your shop trade. This means extra profit and no extra rent. All you need is a boy with a wheel for delivering after school hours.

The best system of door to door soliciting depends largely on the locality. If you are in a thickly populated area it pays well to cover the same ground once a week, being in touch with more people, better results can be obtained. On the other hand, if you are in a scattered district, better results can be obtained by taking a fresh route every day (Monday to Friday, not Saturday) for about four or five weeks, then revert back to the starting point again.

Remember in starting out to solicit you are a stranger to the public and you must get their confidence before they will entrust you with their shoes. A neat card is necessary and if you have a cut of yourself, your shop, or even a shoe, it is a sure winner. Most people would pick up a card from the floor and retain it if there is a picture on it to attract attention, otherwise they would throw away an ordinary card.

When making a first call one should be precise and to the point. People tire of standing at the door and listening to a long story about hard times, etc., it wastes their time and your own. Most solicitors would have a way of their own, but the following is a good method of attack: Good morning! Have you any shoes that need repairing? Then pause for a second for an answer. If it should be in the negative, present your card, saying—would you kindly accept my card; the telephone service is our chief feature; you ring us up, we call for and deliver your shoes without you leaving your door, we do them well, quick and reasonable. Good morning.

A record of all customers should be kept to help systematize your rounds occasionally. Take the name, address and telephone number of your new customer and enter in your address book. Having the 'phone number in your address book eliminates losing time through having to refer to the 'phone book.

Avoid, if possible, promising work the same day as collected; collect one day, deliver the next.

Many who have started out to solicit get discouraged because the returns were not quick enough. Rome was not built in a day, neither is an outdoor connection built up in a month. Generally the results are about ten jobs to a hundred calls and average the month around about sixty cents each. A great deal depends on locality, some districts yield better than others. One who has practised this system for many years declares emphatically that every repairer who works sincerely and aggressively cannot fail to get good results and says by soliciting about two hours a day for five days a week, from September to January, he has increased his repair trade sixty per cent. over and above shop trade. Now if sixty per cent. can be added during the winter months, when many people are wearing felt shoes and overshoes, what should be accomplished during the spring and summer months? One hundred per cent. at least.

The telephone service is tributary to an outdoor connection, but to customers living close at hand I regard it more or less an extravagance for a shoe repair shop. The results of the telephone service can only be obtained after many months of strenuous soliciting. The repairer must make his name a household word, much the same as a butcher or grocer does. The difference lies where the grocer gets a call every day the repairer would only get probably one a month from the same family, thus the necessity for a constant hammering from door to door until you get thoroughly acquainted and the public memorize your name.

Rapid Shoe Repairing

Ladies and Gentlemen:

I have just opened a quick Shoe Repairing Store. First-class workmanship guaranteed. Only Oak Tan Leather used. Goods called for and delivered. Shoes repaired while you wait.

If you have any old shoes send them along and I will return them like new.

A trial will convince you.

Price List

MEN'S		Boys' Half Sole, sewn 65 and 75c.	
Half Sole, sewn	95c.	Boys' Half Sole, nailed .. 50 and 60c.	
Half Sole, nailed	65 and 75c.	Girls' Half Sole, nailed .. 45 and 50c.	
Heels, straightened	25 and 30c.	Heels straightened	20c.
Rubber Heels	50c.	Children's Half Soles, nailed	40c.
WOMEN'S		Patches	10c. up
Half Sole, sewn	65c.	Rips	5c. up
Half Sole, sewn, heels straightened	85c.	Shoes Dyed Black	25c.
Half Sole, nailed	50c.	New buttons	10 and 15c.
Half Sole, nailed, heels straightened	70c.	New hooks and eyes	25c.
Heels straightened	20c.	Rubber Boots soled, rubber	\$1.00
Rubber Heels	50c.	Rubber Boots, soled and heeled, rubber	\$1.40
		Heel plates	5 and 10c.

B. PAPPANI, Proprietor

Cor. Albert and Front Streets

Thorold

HOW A REPAIRER IN THOROLD, ONT., ADVERTISES FOR BUSINESS.

Half a Century of Continuous Service

A career probably unique in the history of the Canadian boot and shoe trade was completed when Robert Frizzell



THE LATE ROBERT FRIZZELL, NAPANEE, ONT.

passed away at Napanee on March 27th in his 72nd year. He had worked continuously at his trade with Messrs. Wilson & Bro. at Napanee for upwards of 48 years. This record for long, unbroken service with one firm and in one employment would be hard to equal. Mr. Frizzell was one of the links between the age when there were no factory made shoes and the present day when hand made goods are little known. The relations between him and his employers for nearly half a century were pleasant, in fact affectionate regard between employee and employers was a feature of the service which was faithfully and loyally rendered by the late Mr. Frizzell, who was a Methodist, but did not belong to any fraternal societies. Surviving him are a widow, several children and grandchildren, who will miss him. The passing of Mr. Frizzell dissolves one of the links that connect the old days of the trade with the present, which were the subject of an article in the *SHOE AND LEATHER JOURNAL*, October 1st, 1912, in which the career of the historic shoe firm of Messrs. Wilson & Bro., of Napanee, was reviewed.

Will Congress Shoe be Revived?

The revival of side lace shoes for women brings to mind the oldtime congress shoes, says Hide and Leather. These shoes were made in several different styles, some with only side gores, and others with the tops almost entirely of rubber goring. Both kinds fitted the ankle snugly, looked very neat on the foot, were easy to put on and very popular with both men and women who wanted comfortable as well as stylish shoes. Congress shoes were made quite dressy, by having button flies stitched on, and, with either plain black or fancy buttons, looked very much like regular buttoned shoes. Others had imitation lace shoe effects. As soon as shoe manufacturers began to use poor quality of goring, which failed to fit snugly, did not support the ankle, and soon showed wear, wrinkled and looked slovenly, congress shoes lost their popularity. To-day there are manufacturers of rubber goring which is guaranteed to wear a certain length of time, and has the name of the maker and date of

manufacture stamped plainly on it. This should be a protection to both shoe manufacturers and their customers. Manufacturers of goring to-day could produce the material in a variety of colors, same as the prevailing styles in cloth tops for both men's and women's shoes, and this novelty might bring the comfortable congress shoes once more into popular favor.

High Honor for Mr. Kimmel

A. J. Kimmel, of Berlin, who has for some years been Vice-President and General Manager of the Canadian Consolidated Felt Company, has been honored by being elected to the Presidency in place of D. Lorne McGibbon, who has retired from the Board. Mr. Kimmel's many friends will congratulate him on his well deserved promotion, for he knows the felt manufacturing business thoroughly. He is a Berlin boy born and bred, and has spent practically all his life in the production and sale of felt footwear. For fifteen years he was with the Berlin Felt Boot Co., rising from shipping clerk to sales manager. In 1900 he organized the Elmira Felt Co., of Elmira, and in 1907, together with D. Lorne McGibbon and T. H. Rieder, purchased the entire capital stock of the Elmira Felt Co., and the following year built the Kimmel Felt Co. works in Berlin. The Canadian Consolidated Felt Co., Limited, was formed in 1909, taking in the factories of the Elmira Felt Co., Kimmel Felt Co., and the Berlin Felt Boot Co. The new President of the concern is one of the best known and most energetic citizens in Berlin.

At the annual meeting of the Canadian Consolidated Felt Co., held a few days ago in Montreal, the report showed gross sales in 1914 were \$598,642, as compared with \$733,000 in 1913, and the profits before bond interest were \$43,306, a falling off of \$57,678, or 57.6 per cent.



A. J. KIMMEL, BERLIN, ONT.

Bond interest took \$56,810 and a 3½ per cent. dividend on the preferred shares was paid, making a total deduction of \$74,310 against profits of \$43,306. To meet the loss for the year the company drew on its surplus of \$211,364, which now stands at \$180,360. This represents a net loss of \$31,004 on the year's operations, but it is confidently expected that during the present year better results will be shown.

Interesting Curio in Shoe Window

There was on exhibition in the show window of E. J. Kelly's shoe store, Brockville, Ont., a coap stick which was presented by the Little Poplin Band of Indians to Thomas Doddridge when the latter was assisting in the erection of the post office at Victoria, B.C. The stick which is about one yard long is shaped like an axe handle. Protruding from the side of the stick about five inches from one end are four long spikes which have been glued solidly into the wood. At the end of the stick is a feather and several small bunches of horse hair. It was used by the Indians in the rebellion of 1882 as a weapon of warfare. The feather signifies that one person had been killed by a blow from the stick, and each bunch of hair represents a horse killed by blows from it.

New Maritime Province Manager

E. J. Fleetwood has recently been appointed manager of the St. John branch Ames-Holden-McCready, Ltd., in succession to W. M. Angus, who has been transferred to Montreal as assistant general sales manager. Mr. Fleetwood began his business career in the office of the Moncton Sugar Refining Co. at Moncton, N.B., where he remained for five years before removing to St. John to enter the services of the Imperial Oil Co. His promotion was very rapid and he soon rose to the position of accountant. In 1899 he became connected with the Ames-Holden Co. of Montreal, Ltd., as the company was then called, and has remained with them for the past sixteen years, being accountant and credit man, positions that have brought him into close relationship with the customers of the firm and thoroughly familiarized him with the management and control of the business. Mr. Fleetwood's many friends will extend con-



E. J. FLEETWOOD, ST. JOHN, N.B.

gratulations and good wishes on his promotion to a post that his years of training and his personality have fitted him for, and in which he is expected to prove as successful as was his predecessor.

Higher Position for Mr. Mitchell

Stewart C. Mitchell, who has been recently appointed sales manager for the Maritime Provinces for Ames-Holden-

McCready, Ltd., has been identified with the warehouse at St. John, for about 16 years, and for the last 13 years he has represented the firm on the road in different parts of the Atlantic territory. In connection with the recent promotion



STEWART C. MITCHELL, ST. JOHN, N.B.

of E. J. Fleetwood to the management of the St. John branch in succession of W. M. Angus, advancement also came to Mr. Mitchell, who has taken up his new duties with his usual enthusiasm and energy. Well known to the shoe trade in the east, he has established a strong connection for his firm.

Inspiration—What It Is

The fountains of Courage are within the soul. Activities of brain and body are the outlets by which Courage rushes forth to victory. Large Success is possible to little things. The mountains are made of grains of sand.

Every life is individual. We came into life Individually—achieve success, or failure, Individually—and go out of life Individually.

Success is born of Individual effort in every line open to human activity. It is you who will write your name in the list of conquerors, if that name is to be so honored.

It all depends upon Self. Every man or woman who has scaled the heights of glory has gone up a step-at-a-time, and the first steps were short ones. The higher you climb the smoother becomes the way.

Accepting Obstacles as Opportunities develops the hungry capacity of Genius; it takes the cutting to let loose the radiance of the Diamond; perplexing problems builded the road of "cause and effect;" sleepless nights mastered the forces of Electricity to drive over a thousand paths of usefulness.

Larger, broader, higher, limitless in golden invitations lie the fields of Opportunity which may only be made fruitful by Individual effort.

What an inspiration!

Your Success lies within your own Soul. "Whatever men dare they may do."

Instantly get busy. Wait not for the "big things," but make the "big things" out of a lot of "little things." Think and work, and work and think. Be cheerful and courageous. Have confidence in yourself—that's the inspiration that brings out the best there is in us

Met Death Bravely in Trenches

As announced briefly in the last issue of the SHOE AND LEATHER JOURNAL, Pte. Albert Ernest Clapp, son of Melvin H. Clapp, shoe retailer, 2301 Main Street, Vancouver, B.C.,



THE LATE PTE. A. E. CLAPP,
VANCOUVER, B.C.

was killed in action in France. Further particulars, now to hand, show that he met death bravely in defence of King and country. Pte. Clapp was a member of the 6th Regiment, Duke of Connaught's Own Rifles, and was attached to the First Canadian Contingent, British Expeditionary Force, being in 2nd Infantry Division, A Co., 7th Battalion. The first advice received by his father was to the effect that on February 27th his son was badly wounded while digging trenches, the bullet striking him in the stomach just above the appendix. He was taken to a hospital and bore up bravely, being a cheerful patient. The next tidings was to the effect that Pte. Clapp had died on March 1st at Balleul, France. Everything possible was done for him, but the nature of the wound rendered recovery impossible. He was buried in an adjoining churchyard with full military honors.

His father, M. H. Clapp, is the younger member of a family of three brothers, all well known in the shoe trade, and conducted for twelve years a very successful business at 977 Bloor Street West, Toronto, previous to going west a few years ago. His grandfather, J. H. Clapp, is still living at the age of eighty-two. S. T. Clapp, shoe retailer, Toronto, is an uncle of the deceased, whose mother, father, a brother and three sisters survive in Vancouver. Pte. Clapp was nineteen years of age and before enlisting assisted his father in the shoe business. He was a bright and well liked young man and his popularity with his comrades was shown at Christmas, when, as the youngest member of the Sixth Regiment, he was called upon at Salisbury Plain to offer the toast of "The Regiment." T. V. Scudamore, Captain 7th B. C. Regiment, in a letter to the parents of the departed speaks in the highest terms of the conduct and courage of the youth who, in the hour of trial and danger, was among the first to volunteer in bearing arms on behalf of the Empire.

She Would Love to Make Shoes

There is no accounting for the vagaries and foibles of women. Now comes one who is telling the shoe manufacturers of Canada just how to make feminine footwear, pointing out the defects in heels and uppers and calling the present colored top, lace boot positively "ugly." Amy Chester, writing in the Montreal Mail, takes this observation from a New York paper's comment on the Easter parade in the metropolis.

"Skirts are wider, which is unfortunate for the ankles that are. And if a woman's foot is unbeautiful she can publish the fact by wearing yellow spats."

Then the fair writer voices her opinions on the prevailing styles with characteristic frankness. Her remarks which follow are worth reading.

Short skirts have drawn attention to the feet which now must be more than ever immaculately clad. And by immaculately clad is not meant foolishly clad. The girls and women who imagine that now their feet are displayed they must wear conspicuous boots and shoes with absurd heels, are mistaken. Nothing in the world stamps a woman as more of a goose than the fashion she has of wearing French heels. High heels are vulgar, foolish and ugly. There are some women who say: "Oh, I cannot walk except with high heels." They are as tied to their heels as the fashionable Chinese woman to her tiny feet. The best thing such women can do is to set their brains to work and see that anything that throws the body out of its beautiful natural poise is ugly and bad. The mind that sees beauty in feet perched on high heels is as perverted as the mind of the savage that admires a ring in the nose.

And when on top of these ridiculous heels the women perch flaring yellow or white spats, what can be said of them? There is no objection to spats. They are in many ways a sensible fashion. But the woman who wears them should have neat ankles or, as our New York quotation points out, she advertises the fact that her ankles are thick. And the spats themselves should be immaculate. Dirty white gloves and dirty white spats are one with veils with holes in them and frayed skirt edges.

The manufacture of articles has always interested me, and one of the many things which I should like to be is a manufacturer of boots and shoes for women. At the coming Made-in-Canada exhibition, I intend to pay special attention to the boots, shoes and slippers. There is such a field for individual taste and enterprise at present in this direction. The duty on American shoes has been raised so much that their importation will drop considerably. Here is the opportunity of our manufacturers. Will they seize it?

At present the vogue is for boots with colored cloth tops. Sometimes these are buttoned; sometimes laced. But by far the greater number of these boots are hideous. Just to-day a smart friend said to me: "I am having a pair of boots made with white tops that will be swagger. They won't be like those hideous laced things one sees in the windows." Anything uglier than the present colored-top laced boot I never saw. It would be possible to make a much smarter boot with less expense, inasmuch as it would have fewer trimmings.

And the cloth top boots should have better material in the tops. It is not a pleasant thing to have one's ankles wear a hole in the cloth while the leather is still perfectly good. Another hint to the manufacturers is to put the same color buttons as the cloth. Black buttons on tan cloth stamp the boot at once as common. And the same with spats.

The Value of the Trade Paper

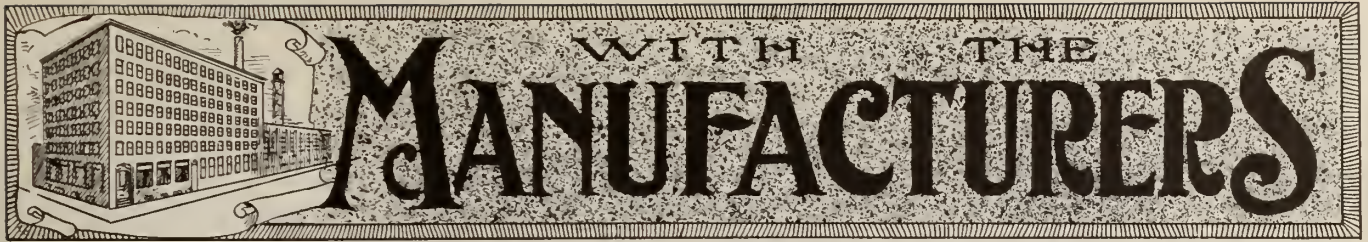
By ELBERT HUBBARD

I know hundreds of high, prosperous business men, manufacturers, dealers, jobbers, craftsmen, and I cannot recall a single instance in which the mentally successful man does not read his specialized paper. He subscribes for it and he pays for it promptly.

When you subscribe for your trade paper and assimilate it, you are uplifted, inspired, given courage, pep, intellectual vim and vigor and enough trade information to make you free from the trials and tribulations which beset the man who "doesn't know."

These things all have a direct influence on the bank and mental balance.

The trade paper binds everybody in the business into a fraternity, which spells length of days, because it "serves" and its service is based on specific knowledge.



WITH THE MANUFACTURERS

Under this department it is the intention of the editors to describe new materials, machines or processes which from time to time make their appearance in the shoe field. No names will be mentioned, but descriptions as accurate as possible will be given and those interested in getting further information can secure it by writing to the editors.

Cleaning Powders for Cloth Tops

With the vogue for cloth top shoes there has arisen a necessity for cleaning powders and crayons for use, not alone by the wearer but by manufacturers who must eliminate stains made by the shoes when they are going through the factory. A new line on the market consists of crayons which match all the popular shades. There is also a liquid and a powder made by the same firm—the liquid being applied particularly to remove oil or grease stains, after which powder the shade of the fabric is dusted over the spot. The same cleanser can be used for removing spots from russet shoes.

Electrical Iron for Treeing Room

An electric iron to eliminate the use of gas in the treeing room has been adopted by several manufacturers. It has the advantage of giving uniform heat, as well as being heated more quickly and is quite as economical as gas.

Felt Rubber Soles

A rubber sole which is being used by a number of manufacturers is re-inforced with a sheet of felt which

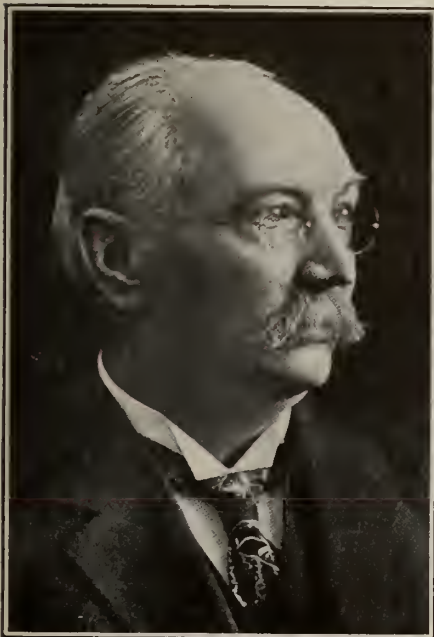
enables the sole to be more securely cemented to the boot. The felt is also a non-conductor and prevents perspiration.

Scarcity of Shoe Laces

Manufacturers are faced with a problem, which is possibly more poignant to the retailer, in the scarcity of shoe laces. Since the war there has been a marked scarcity of dyestuffs so essential to the lace manufacturer. Furthermore, France, always a large exporter of shoe laces, is unable to contribute any shipments to speak of, with the result that American factories are entirely incapable of filling all orders offered them. Two of the largest concerns, who in common with all manufacturers, advanced prices 10% quite recently, at the same time stated they could not promise to fill any further orders within ninety days. A new Canadian company started in Montreal has been unable to keep up with the demand they have experienced.

Shoes that Lace Up Back

"I can remember forty years ago, when I was a boy, when side lace cloth top boots were made, and worn by Canadian women," said an Eastern manufacturer the other day. "They were worn quite a long time then, but they never attained the popularity which would make them staple, and it is not likely that they will be more than a passing fancy with us this time. It is surprising that the fashion should come back once more and with very little change in the patterns. The last, of course, varies considerably. A number of women's shoe manufacturers are putting in shoes



J. H. MCKECHNIE, THE NEWLY ELECTED
PRESIDENT OF CANADIAN CONSOLIDATED
RUBBER CO., MONTREAL



D. LORNE MCGIBBON, RETIRING PRESIDENT
OF THE COMPANY



T. H. RIEDER, VICE-PRESIDENT AND MAN-
AGING DIRECTOR OF CANADIAN CONSOLID-
ATED RUBBER CO.

which lace up the back, but they are doing so simply to brighten up their samples and not to sell these shoes, which, though shown in New York, are considered impracticable."

Buying Lasts Scientifically

"I saw a paragraph in the last issue of the SHOE JOURNAL which interested me as practical. A shoe man said last week, 'there is only one way to get satisfaction in buying lasts, and that is to give your personal attention to it and to link up with the right kind of a firm, and get right on to the job in the last factory.'"

Has Accentuated Return Evil

One of the unfortunate effects of the military boot investigation at Ottawa has been the causing of an unusual amount of trouble to manufacturers, through shoes being returned for trivial reasons. The public have purchased Canadian-made shoes and at the first sign of wear and tear, such as the breaking of a pull-strap, the pulling out or chipping of an eyelet or hook, have returned the shoe to the retailer who in turn forwarded it to the manufacturer with the comment that such shoes were not properly made.

Shoe Ad. Sixty-Seven Years Old

Here is a reproduction of an advertisement set up and printed just 67 years ago. The most remarkable incident is that the firm is still doing business under the same name, although of course, the original members have long since passed to their reward. It is yet more wonderful to relate that J. & T. Bell had been in business for 32 years previous to the appearance of this ad. and about a year ago celebrated their 100th anniversary. It will be noticed that the ad states:—"The long-standing of the firm in connection



Boot & Shoe Emporium,

114, CENTRE NUNS' BUILDINGS, NOTRE DAME STREET.

KEEP constantly on hand every variety of work in their line, which, for excellence to workmanship and material, is not surpassed in Canada. Their business being done on Cash principles, their prices will be as low as possible. Wholesale purchasers will find it to their advantage to call and buy of them;—the long standing of the name in connection with the business in this city, is sufficient guarantee for the quality of their manufacture.

Montreal, June 22, 1847.

23-1

with business in this city is sufficient guarantee for the quality of the manufacture of their shoes." Contrasted with the smart, neatly arranged and well balanced advertisements of the present day, the foregoing furnishes a rather interesting comparison. At the time the announcement, which appeared in the Montreal Transcript of February 1st, 1848, was one of the most striking in the paper, a seven column four page edition, issued every morning. One rather humorous touch is that a date appears under the ad. "Montreal, June 22, 1847," and the copy of the paper from which it is clipped bears date of February 1st, 1848, showing that advertisers 60 or 70 years ago did not take the trouble to change their notices daily or weekly, as the majority of progressive firms do now. Another feature is that the Montreal Transcript of 1848 is in a splendid state of preservation, the print being as legible as that of any newspaper of the present day.

The unreasonable attitude of the public has always been a "bug bear" to the shoe trade. The investigation has accentuated the evil of returning shoes on very small excuses.

Why Delay Army Shoe Orders

Said a manufacturer the other day: "This would be a fine time for the Government to place some more orders for army shoes, which will undoubtedly be needed for the boys in training and at the front. It is now between seasons for the average manufacturer and if he was given an order which meant a nice run before he started in on his fall goods, it would be to the advantage of the Government. The manufacturer today has the pick of the market in buying materials and he has plenty of time to make the shoes right. How much better would it be if manufacturers were given instructions for future requirements immediately, rather than just about at the time they will be getting busy on retail orders."

Jobbers Have Been Aloof

Jobbers disappointed a good many, in fact, nearly all of the manufacturers, on their buying trip, through not having placed any sorting orders to speak of. As a result, a good many factories do not feel sure of themselves for more than a few days ahead. That is to say, in place of knowing for a fact that they will be busy two, three or four weeks ahead, they are depending on hand to mouth business. Of course the jobbers, like the manufacturers, have been hesitant about placing orders for future delivery with the leather market so unsatisfactory to all concerned. With the fighting nations well supplied with heavy leather, prices for such stock will undoubtedly come back to the normal level very soon, and the sooner the better.

Will Outwear the Shoe

A well known counter company are making an unusual guarantee, in that they will pay the full cost of all shoes returned to them, in which it is shown by actual wear, their fibre counters have failed to outwear the original shoe.

An Encouraging Sign

A Montreal manufacturer of high class shoes states that for the week ending April 10th, his salesmen (having been out a week with fall samples and having seen the same customers as were interviewed in the first week last year), had sent in orders which aggregated just about one thousand dollars more than those of 1914—an encouraging sign.

George A. Slater & Co., Montreal, have announced to their customers that they have put in an entire new range of patterns for use in making Invictus shoes for women.

Fashion Waits for No Man

A Canadian shoe traveler, who recently spent a few days in New York, tells a rather humorous story. He was walking along with a friend engaged in the retail shoe business, when the latter suddenly pulled out his watch, stopped short and looked hard at the time piece.

"My!" he said, "it is 4 o'clock!"

"What difference does that make?" asked the Canadian, "you are not in a hurry."

"Oh, nothing particularly wrong," remarked his friend, "except that I bought some ladies' shoes at half past one o'clock this afternoon and I was thinking that perhaps they were already out of style."

Flying Off Too Soon

"Oh you represent a dirty house," said a shoe retailer in Western Ontario to a traveler for a rubber concern. The observation was accompanied by a sneer and manifest disgust.

"Why, how is that?" inquired the caller, suppressing his indignation with an effort.

"Well, I had a pair of rubbers, which went bad, and, owing to the high rate in postage, I sent only one back to your firm. They were so mean and miserable that they gave me credit for just one shoe, whereas, they should have given me credit for a pair. You know the other half is no use to me whatever."

"Oh, yes," remarked the drummer, "you sent in one shoe only."

"Yes."

"And they gave you credit for one?"

"Right."

"And you think they should have given you credit for the pair?"

Certainly."

"Now, see here," added the traveler, "if you could get credit for a pair by sending in one bad shoe, perhaps a few weeks later, you might send in the other bad shoe and get credit for another pair."

"Oh, I see," observed the dealer, who at once saw the justice and fairness of the firm's position, "I did not look at it in exactly that light."

The foregoing incident is furnished as illustrating the fact that there are always two sides to every question. It is not well for either tradesman or roadman to fly off the handle on too flimsy a pretext, for either one may now and then have to take back water the same as the dealer did in the foregoing instance.

Illustrations for Repair Man

Editor SHOE AND LEATHER JOURNAL:

I read your paper with a great deal of interest each month. The pages which you have been printing on repairing have been quite instructive. With some of your suggestions I agree, and with others, I do not. I think it would be a good idea for your journal to give a service of cuts for repair work. When a shoe repairer takes a notion to advertise, he is pretty much at sea. Any dealer handling lines of manufactured footwear can generally procure cuts from the makers for the asking, but I have never seen any cuts, save those of rubber heels and rubber soles, that are of any use to the repair man. There is, in the catalogue issued by the United Shoe Machinery Co., a cut showing two shoes before and after using. I had a line cut made from one of these, but the result was so unsatisfactory that I did not take the work off the engraver's hands.

Another bright idea would be to give a rear view of a person walking with crooked heels. One heel could be shown straight and firm as it should be, and the other badly worn as we often see it. Space that a repair man could use in a paper, either daily or weekly is lost, unless his advertisement is of a very catchy character—and he must have suitable illustrations.

Sincerely yours,

Saskatoon, Sask.

SOLE LEATHER.

A Striking Easter Display

A very attractive Easter window was installed by Knechtel & Co., shoe retailers, of Stratford, Ont., and the

setting won admiration by its appropriateness and effectiveness. The large cross was made from packing cases and wired, after which it was puffed with cheese cloth. Around the base of the crucifix were placed large stones and there stood a beautiful doll, attired in shimmering white. The completed background in white and purple harmonized with the entire setting, while green sprays and almond sprays were used with pleasing effect. A large white dove was



seen flying, while a rabbit, sitting partially erect was featured at the right of the cross, which was illuminated by a dozen purple colored lights. Bunny caught the eyes of the children.

Not many shoes were shown, but the styles that were displayed imparted an impetus to business. Knechtel & Co. have always believed in well trimmed windows as good trade bringers, and the decorator of the firm is E. M. Weganest, whose reputation and skill in this line are well known. At the back of the display was a handsome Easter card in the form of a broken egg, which read "Just out. Our new line of spring shoes for Easter. They're beauties."

Army Shoe Inquiry Fiasco

In a recent edition of the SHOE AND LEATHER JOURNAL, the question was asked, "what was being gained by the army shoe inquiry? What was being accomplished and would the verdict result in any benefit or real instruction for the trade." The investigation is now over, majority and minority reports have been presented, evidently according to the political complexion of the members constituting the parliamentary investigating committee. The whole matter has been debated in the Commons and the majority re-

port adopted. Those who sat on the committee have drawn a good fat fee, and what is the result? Nothing definite, nothing tangible. It is simply a case of "As you were," and the observations which have been presented in the majority and minority reports, will be repeated on the hustings if an election comes off this summer.

What is the outcome. The inquiry has not advanced the industry in any respect, but has tended to cast a reflection upon it and give everyone identified with the footwear business a black eye. Have any practical suggestions been offered for a better, stronger, or more serviceable army shoe? Has any unanimous agreement been reached as to what kind of boot is the best for the Canadian soldier, under such conditions as prevailed at Salisbury and Valcartier? Have any outstanding defects been pointed out and remedies suggested? Has it been determined what sort of leather—what shape of last—what gauge of sole, or what kind of fastening is best in a Canadian army boot?

There were no doubt faults on both sides in connection with the recent contracts; on the part of the government, in the vague specifications, loose inspection, and no accurate knowledge of what was required. On the other hand, some manufacturers no doubt erred in so rushing the work as not to comply with the details or materials. On the whole, the evidence itself as brought forth from competent and dispassionate witnesses, revealed no glaring deficiencies or scamped work. The SHOE AND LEATHER JOURNAL is of the opinion that the Canadian industry will, in the minds of those who know it best, not suffer any from the distorted versions and prejudiced views given by a number of military men, who, if they know no more about the tactics of warfare than they do of shoemaking, or the proper use and care of footwear, would not be able to withstand the attack of a well-organized band of suffragettes.

Any manufacturer, traveler or retailer will tell you that the hardest and most finical individual to satisfy is the one who does not know exactly what he wants, but has a hazy, indistinct conception of something which is constantly varying, according to the moods or caprices of the purchaser. We have all met people of this kind, who imagine they know what they want, but when you try to pin them to the concrete rather than the mere abstract, they manage to hedge and vacillate so that no one can please or satisfy them. The military authorities at Ottawa seems to have been exactly in this position when it came to outfitting troops in the matter of footgear.

There are many things that are to be condemned and one is the iniquitous "patronage list." The sooner this is dispensed with the better, and let those shoemakers, who have won a name and place for themselves in the trade, be invited to make shoes for the government and not a favored few, who happen to vote this way or that way. It is deplorable, even in the matter of supplies and contracts of all kinds, that politics play such a part. Perhaps, however, the investigation held in connection with the purchases of clothing, binoculars, shoes and other equipment, may result in some good and in the elimination of the middle man. Such affairs should be placed in the hands of a commission, the integrity and qualifications of the members of which would be undoubted, fitness being the primary and sole consideration. It is announced such a course will be adopted.

The SHOE AND LEATHER JOURNAL believes that on the whole, the Canadian shoe industry has done as well as could be expected in the matter of army shoes, considering undue haste, lax supervision, vague instructions, etc. The question now arises, will a certain type of army shoe be agreed upon for Canada? Will it prove such a model boot as to answer all the requirements of comfort and wear, so that there will be no more complaints, grievances or

"scandals." After all, the hue and cry raised about defective, ill-fitting and pedal destroying shoes has been rather empty. In Great Britain, France and other countries, during every war, there has always been a howl and sensation over the proper type of boot for soldiers, so that the Dominion is not alone in this respect. It seems each campaign brings forth something of this character and as soon as an investigation is held, or the fighting ceases, nothing more is heard of the complaints. Matters are then laid on the shelf or hidden away in the closet, to be trotted out once more when the next national or international unpleasantness arises. It takes some things besides soldiers, guns and ammunition to make a real war—and among these are genuine, home-product prophets of the "I-told-you-so-class," arm chair and corner grocery store critics, and last but not least an alleged "boot scandal."

Death of Stephen Gorman



Many old friends in the shoe trade will regret to learn of the death of Stephen R. Gorman, of Belleville, Ont., who passed away on April 10th, after ailing for some time. He spent practically all his life in the footwear line, being a shoe traveler for twenty-nine years. About fourteen years ago he opened a retail shoe store in Belleville, where he did a steady, progressive business. Born in Warkworth, Northumberland county, Ont., the son of a general merchant, Mr. Gorman served a valuable apprenticeship behind the counter. His first job on the road was with Fogarty Bros., of Montreal, with whom he remained three years. Next he identified himself with the staff of Jas. Linton & Co., shoe manufacturers, Montreal, remaining with that concern fourteen years. Then he became connected with Harvey, Van Norman & Co., wholesale shoe dealers, Toronto, with whom he was several years. He was later with McKellar & Dallas, and for some time with McLaren & Dallas, Toronto, building up a good connection. The reason of his retirement from the road is rather interesting. Mr. Gorman had started his son, Robert, in the shoe business in Belleville. One day he did not notice an open trap door behind a partition in the store, and, falling through the opening Mr. Gorman landed in the cellar. As he was a heavy man, weighing about 250 pounds, the sudden drop came nearly resulting in his death. As it was, he was confined to his residence with a shattered knee cap for several months. Recovery was slow and when able to be on his feet again, Mr. Gorman decided to take the advice of his family and quit the road, adopting the quieter and less strenuous life of a retailer. Deceased, who was a prominent member of St. Thomas' Anglican Church, Belleville, leaves a widow, two sons and a daughter. Many old friends will mourn the passing of one so long connected with the trade.

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Will Open Branch Office

The United Shoe Machinery Co. are making arrangements for establishing a branch in Berlin, Ont., from which the territory in that vicinity will be looked after. It is understood that machinery parts and supplies, findings, etc., will be carried in the new office, which will be opened in a few weeks.

They Have Pulled to the Front

One of the most enterprising firms of Western Ontario at the present day is Coates, Burns & Wanless, a shoe house that has been forging ahead since its commencement, the spring of 1906, says the "Miner Monitor." Every firm has its history, some are not even interesting, others are short and end very disastrously, while others are just the opposite and verge upon romanticism. Coates, Burns & Wanless have a history and theirs is of the interesting kind. Three men, all of whom were residents of the City of London, managed to get together occasionally and have a quiet little chat about the future. They were travelers who had been on the road since very young men and had rapidly climbed to the top of the ladder in their respective positions. One represented a manufacturing shoe company, one a wholesale millinery and the other a wholesale dry goods house. They were expert salesmen but still were not satisfied. Every man's desire, or at least it should be, is to get out and do something for himself. These men were well acquainted with the trade and business conditions on the dif-

Burns & Wanless as a permanency. It was a very sad blow to the two remaining partners when they lost Mr. Burns through death in the fall of 1914, but the firm was so well established and the different departments under such capable management that from a business standpoint there was no imminent change

Dont Ignore Shape and Fit

One of the most essential requirements in fitting the human foot is for the salesman to ascertain the proper last for the customer to wear. A great deal of attention should be paid to this. Many salesmen ignore this fact and put any shape on a customer's foot and call it a fit. If the last best suited for the foot of the person being fitted does not meet with this idea of what they want in the way of style, etc., it is absolutely wrong to argue with them and incur their disfavor.

First get this idea fully, then explain to them why the last you have selected is better for their particular needs, and if necessary compromise, explain to them that some



MR. COATES, LONDON, ONT.



MR. WANLESS, LONDON, ONT.

ferent grounds and felt that success would be theirs if they commenced in the right line. Shoes appealed to them but it took time for their dream to materialize. Dreams are thought by some to be only imaginary but theirs were the kind that anticipated a coming reality.

Business in all lines had been good and in the spring of 1906 they started in temporary premises. The rubber season was just commencing and very shortly they got their first practical insight into the rubber game. It was not long before they were on the road with shoes and after having settled in their new home, the spot where they still are, situated next to the Grand Trunk Railway station, they went after business in a business like manner. The money market took a slump about that time, conditions changed considerably, but still this did not make any material change with the new firm. All three men had the best of general connections and their individual personalities partly accounted for the rapid strides they made. They worked hard, very hard, and did everything possible to please their customers. They knew what was wanted and endeavored to give it to them.

When a new firm commences, outsiders usually look on and many remark, "Are they here to stay?" This question was soon answered and the public soon recognized Coates,

feet require short vanps, high arched shoes while others need the long drawn out effect with lower arch. It is this explanation and desire to serve on the part of the clerk that makes him more valuable to his concern. It is this type of salesman who has customer after customer call for him to wait upon them for he has, by his attention, inspired in them confidence as to his ability.

I believe that the shoe, to give the utmost comfort and satisfaction should be fitted long and narrow with the ball of the foot in the socket that was made to hold it. Long heels give more comfort to the wearer, strengthen the arches and make walking easier.

If I was the owner of a shoe store every pair of shoes would be marked in plain figures that customers wearing a 5½ A or 6AA would not think they were wearing a 4½ E. Sooner or later they will find out and the store that has explained the fact out to them will be the one to merit their confidence and secure their patronage.

Many salesmen make the mistake of telling a customer how long a pair of shoes will wear. This is something that cannot be ascertained from the manufacturer of the leather down to the distributor of the shoes. Some people will wear a pair of shoes longer than others. In these days when patent leather is so popular, it is dangerous to guarantee it.

Shoe Retailer with Public Spirit

Councillor, comedian, vocalist and merchant—four in one. This epitomizes the activities of R. W. G. Bloor, of Ingersoll, Ont., who has had a rather interesting career. Mr. Bloor has been in the shoe business in Ingersoll for five years, and has one of the most attractive shops in western Ontario, the front being particularly inviting. Well thought



R. W. G. BLOOR, INGERSOLL

of by the people of the town, over a year ago he sought municipal honors, but was defeated. This was no disgrace, considering there were 13 other candidates in the field. He ran again this year and stood second on the list, a remarkably good showing for a new man. Councillor Bloor has always liked meeting the public. Probably this has been brought about to a large degree, from the fact that he is a vocalist of no mean merit, and has done considerable singing, comic and otherwise, on the concert stage, being widely known in this connection. All his work in the town council is satisfactory to the public, and he will certainly run again



BLOOR'S SHOE STORE, INGERSOLL

for office. In time he may look to the civic chair, for he thoroughly believes that a man never knows how high he can climb until he tries.

Mr. Bloor's father started in the shoe business five years

ago on five hundred dollars capital in a little shop across the street from where his son is located. At the time he began, the subject of this reference was in Vancouver, but came home and took over the management of the store a few months later. He was a green hand at the business, having no previous experience in the shoe line, but believed courteous, fair dealing and good reliable shoes went a long way toward building up a growing, permanent trade. After the first year, he bought the business, and has been conducting it ever since. His expenses then were not high, paying \$18 a month for the store, and sub-letting the upstairs for \$6, thus reducing his rent to \$12. A year ago last September, Mr. Bloor was forced to vacate, as the person buying the property wanted the place for an office. He moved into the quarters formerly occupied by the Cornell Shoe Store, that firm having sold out and gone west. Remodelling the front, he made it exceptionally attractive and put in a new floor and erected an electric shoe sign, which he says has helped business a great deal. He reports that trade has been increasing ever since and that his turnover in 1914 was over three times what it was during the first year.

Be Prompt in Doing Jobs

The first principle to bear in mind in working up a repair trade on shoes is that of promptness. When a person brings a repair job to your store they usually want it at the earliest possible time. People as a rule wait until the repairs are needed before they take them to the cobbler. Of course, in the bigger and high grade shoe stores this may not be so important. But in the family shoe stores in the residential districts, promptness is a big essential.

This is more particularly noticeable in the cities. The so-called Repair-While-You-Wait shops do considerable of the business for no other reason than because there is no delay in making the repairs.

At the usual store an outside cobbler does the work. The repair job is taken at the store. Every few hours they are taken to the cobbler. If he works for several stores he may not be able to do them for several days. This means a delay of from four days to a week until the shoes get back to the customer.

If possible every store ought to have a repair man working for it. If this is not possible, some arrangement should be made with the repair man to handle your work promptly.

I have worked out a plan at our store that is very satisfactory. I cannot afford to have a cobbler at all times. So I have given a repair man the rear of the store for his workshop. He pays me a very small rental. He makes all my repairs and my work takes precedence over all others. Another feature is this, that I no longer guess what price to charge on some repairs. Any new thing coming in is referred to him to say what it is worth.

I presume that the amount of findings that are sold to customers coming in for repairs would almost pay his rent.

Figuring on Big Foreign Order

It is understood that the Ontario shoe manufacturers have received inquiries from Great Britain in reference to supplying a large order of boots for the British Infantry. Samples of the regulation boots have been asked for by the Ontario manufacturers, but these have not yet arrived, and in the meantime nothing definite has resulted from the frequent cabling. But it is quite possible that a good order may arise out of the negotiations, and that a practical man may be sent to London to assist the representative of the province who first despatched the inquiry regarding the order.

More News and Views on Stylish Shoes for Fall

What Leading Canadian Firms Are Presenting to the Trade for Coming Fall and Winter—Colored Tops are Strongly Featured While the Bal is Meeting with Very Nice Reception—Some Racy Reviews Worth Reading

The Smardon Shoe Co., Montreal, have all the latest creations for the fall season. They are showing samples carrying all the most popular colors, including grey in all the various shades and hues, putty, sand, nigger brown, khaki, fawn, canary and many others.

The military effect as well as the over-gaiter style of shoe is shown by the Smardon Company on different lasts. One of their popular lasts is a woman's military bal made with a vamp and foxing of any leather and a topping of suede, calfskin or cloth in all colors. It carries a long, narrow toe and medium Louis heel. They have several other lasts built on unusually smart lines and expect they will be strong sellers. Amongst their samples is seen a smart looking woman's side lace of a fawn color. Although the firm do not expect there will be a strong sale for a shoe of this kind, they have in their possession a very neat pattern. Mr. Walter Smardon, in talking of the side lace, says he remembers making this type of shoe twenty-five years ago. This statement has been made by various other Montreal manufacturers, and goes to show that the side lace is by no means new, although it may be so in the sense that most of us have never seen it before. The Smardon Shoe Company are also showing a natty line of pumps and colonials. These are snug fitting and about the same popularity in leathers is expected to be evinced this season as last. Very small throat ornaments are noticed on the Smardon lines of pumps and some of them give the samples a pretty effect.

Some Very Pretty Effects

The Kingsbury Footwear Co., Montreal, have installed five new lasts for the coming season and say they will have a finer line of women's shoes than they have ever had before. All the new lasts and patterns are seen, amongst them being the Polish military bal, which is becoming so popular with the Canadian trade. These shoes are made on different



MISSES' GUN METAL BUTTON, DULL GREY CLOTH TOP, CIRCULAR VAMP AND FOXING.

BY MACFARLANE SHOE CO.



CHILD'S PATENT BUTTON WITH WHITE KID TOP AND BLACK FACING ON BUTTON FLY AND TOP.

lasts. One shown by the Kingsbury Co. is a Polish military bal with fawn grey and khaki tops predominating, although all the other popular colors and shades are used. Another natty sample is their women's gaiter colonial with fawn and grey tops, small tongue effect and small throat ornaments. This shoe is built on a stage last and carries a spool heel. It is a comfortable, foot-fitting colonial and a large sale is

anticipated for it. Heavy shoes are well represented in the Kingsbury line as well as those carrying medium high toes. The short, round toe is also seen frequently and will probably have a good sale next season. Vamps in women's shoes are very much shorter this year as can be seen by the lines the company are sending out.

A Solid Showing for Men

J. T. Tebbutt, of the Tebbutt Shoe and Leather Co., who was in Toronto last week displaying an up-to-date line



WHITE CALF BAL, WITH DULL CALF FACING ON VAMP, EYELET ROW AND TOP, PATENT POINTED TIP EFFECT AND FOXING, CRESCENT CUT TOP—BY ROYAL SHOE COMPANY, TORONTO.

of his celebrated brands Doctor's Antiseptic Non-Perspiro shoe and Professor Gold Cross shoe. Many of the offerings were in tan and black winter calf and tan Russia calf, principally blucher cut, although a number of bals were seen. Mr. Tebbutt has applied to the Copyright Department at Ottawa and will soon have two new branded shoes on the market, further announcement of which will be made later. In boys' and youths' solid McKays there was a fine showing of box calf and box kip. The company are making an unusually strong line of hockey bals and their new offering "Stranglehold" is taking well with the trade. This has a double strap effect. During the past season business in hockey shoes surpassed all previous records. A new shoe has been turned out for the Northwest which has an all-wool woven lining, a felt insole and waterproof cloth between the leather and the lining, making the boot not only very warm but waterproof. Elk sole shoes for curlers, with centre felt sole, are again being featured by the firm. A new shoe for devotees of the roarin' game, has a Teddy Bear lining while others have felt interiors. Some well built military shoes are seen in the range. The Tebbutt Shoe and Leather Co. have been busy during the past season and report that the outlook for the coming one is particularly bright. There is a strong demand for the Professor Gold Cross shoe with its cushion sole and fine full fitting qualities. Most of the Doctor's special lines shown have slip soles and others full double soles. Some are viscolized and others made waterproof by a process known only to the company. The Tebbutt lines have won a reputation for

themselves because of their individuality, absolute comfort and adherence to the natural contour of the foot.

Some Nice Things for Children

The Macfarlane Shoe Company, of Montreal, makers of children's and women's lines have installed half a dozen new lasts as well as many patterns, for which they state they have already had a very large advance sale. They have a strong line of babies' soft sole, flexible shoes carrying a special counter designed particularly to the wants of the toddlers. They are also showing some patterns in babies' footwear unlike anything ever presented to the retail trade. One of these is a red, white and blue combination, which makes a very attractive shoe and lends a strong military effect. In fact, the military effect predominates in children's footwear and many samples carry brass buttons and other decorations which the firm state are sure to have a large sale. A dongola is shown in sizes from 1 to 5 in the samples and is expected to be popular this season. Cloth tops are exceedingly strong in the children's, boys' and misses' lines, just as popular as they are in the shoes being shown for grown-ups. Plain toes are also strongly represented in the children's samples. In their women's range, some very

Cloth tops are also prominent in their men's samples, battleship grey being very strong. The over-gaiter effect and military tendency are also very natively shown in the Ames-Holden-McCready line.

The Duchesse Shoe Company, of Montreal, are showing a strong fall line of samples for women, misses and children. They have one shoe which is particularly nice on a stage last. This shoe has a medium height heel and is generally made in patent leather with cloth tops in all colors. It is also made up in all leather forms. The firm will be represented this year by the same travelers as they have been in the past, and anticipate a very good season. They have added several new machinery parts within the past few months and are prepared for a busy season.

Presenting a Strong Line

The Star Shoe Company, Montreal, are this season making a strong line of boys' footwear and are specializing in this branch of the trade. They make a boys' high-cut with a full round toe and medium low heel which they call their General French last and which they claim is very durable and bound to have a lively call this season.

They have also got a boys' last with a medium high toe



neat and natty shoes are seen. One in particular is sure of a heavy demand. This is a plain, round toe shoe for house wear. It is built for comfort, flexibility and style at the same time. Battleship grey seems to have a strong call with the customers of the Macfarlane Co. and they have put in a strong line of this cloth. Long, narrow toes and Louis heels of medium height are prominent. Altogether, an official of the company stated, they have the finest line ever turned out, and look for a banner season. They have been busy during the past winter and already their new factory into which they moved last spring is taxed to capacity.

Cloth Tops are Prominent

Ames-Holden-McCready, Limited, Montreal, are showing several new lasts for the fall season and among their range are included all the recent patterns finding so much favor. They have installed an additional line of hockey and skating boots for both men and women, which they state is bound to meet with a large demand. They have also put in some new lines of viscolized sole shoes. Amongst their new women's lasts they are showing a shoe with a narrow toe and half Louis heel in both leather and cloth tops. Of the latter they are featuring a wide range in all colors and shades.

and heel which they say will be a seller. The Star Shoe Co. are also showing a line of children's, misses' and women's footwear on all the new lasts and patterns. The splendid range this year is larger and more striking than any ever turned out by the company, who have a strong selling staff. John Scott and J. A. MacLean represent the Star Shoe, Limited, in the Western Provinces; W. C. Myers, in Western Ontario; W. S. Pettes, Eastern Ontario; J. G. Riel, Quebec; John Duggan, Maritime Provinces, and J. A. Malboeuf, City of Quebec.

The Last Word for Men

The fall and winter samples of the Hartt Boot and Shoe Co., Limited, Fredericton, N.B., reveal the latest word in artistic and distinctive footwear for men. A noticeable feature is the splendid showing in cloth tops in both bal and blucher, as well as button with patent, gun metal, mahogany and tan vamps and foxings, on smart, up-to-date lasts. Toppings are shown in grey, sand, nigger brown, putty, khaki and other colors. A particularly striking shoe is a patent button, with plain recede toe and white broadcloth upper. Other equally effective creations are presented with ivory soles, rubber soles and heels. The pat-

terns are neat and effective yet not shown on many lines, which will appeal to the best dressers. The recede toe is the leading one, although the full round toe, the medium recede, the wide toe and the straight effect are also observed. Among the interesting collection is seen a mahogany golf bal and a dignified automobile boot, with eight and half inch leg, felt lined, with felt sole and heel, which comes in kid and gun metal. The line is being shown in Toronto and other leading cities of Ontario by James Lawther.

Colored Tops are Strong

The Regina Shoe Co., Montreal, are showing a strong line of sporting shoes for women. They also have a tennis shoe which is called the "Tipperary Shoe." The range now shown by the company is more wide and varied than it has ever been and a specially strong showing of colored tops is being made. They have several new lasts among which is a long, narrow toe with a short vamp, and fairly high Louis heel. Another shoe featured by them is a stage last with a medium heel. This is made up in both leather and cloth tops and will be a seller. The military bal and over-gaiter effect is also well represented in the Regina lines.

Cushion Soles for Women

The Thompson Shoe Company, Montreal, who specialize in women's footwear, are showing a range of cushion sole shoes for fall which they say will be a featured line with them. They have installed several new lasts and patterns in their samples which include the most recent style changes. The military bal is shown freely in the Thompson line and the over-gaiter effect is also placed strongly to the fore. The firm is, however, concentrating for the coming season on their cushion sole line. As already stated, they have added considerably to their range and have also widened their showing of cushion soles, and are offering a large variety of styles and lasts in this comfortable type of boot. One sample shown which will be a seller, is a whole quarter blucher oxford turn with a rubber heel. This shoe has a cushion sole and is very flexible. High cuts, of course, will sell better than the oxford. The firm have in the past couple of seasons been giving all their attention to women's footwear and state their samples for the fall season are the best ever turned out by them.

Nice Showing in Cloth Tops

The fall samples of the W. B. Hamilton Shoe Co. are very inviting and in the women's range there are a number



WHITE AND BLACK PUMP—PATENT FOREPART AND FOXING, LOUIS HEEL, WHITE CALF UPPER WITH SIMULATED LACE EFFECT—BY ROYAL SHOE CO., TORONTO.

of creations in both button and bal in military lines. Toppings are seen in battleship grey, straw, black and other colors. The medium recede, short vamp, plain toe effect is the leading last. A number of side lace shoes are also being shown as well as a few artistic creations in black and white.

The spool heel is the most popular one, although a number of models carry other styles of pedestals. In men's shoes the English last with moderate recede toe is the leader and a number of samples are shown with cloth tops in various colors, fawn and grey being the leaders. The showing in



WHITE CANVAS BAL, SPOOL HEEL, POINTED TIP, BLACK FACINGS—BY CLARK BROS., ST. STEPHEN, N.B.

balls and bluchers on recede and medium recede toes is fully up to the mark and the whole range is as neat and representative as has even been turned out by this Toronto firm.

Many Samples with Military Braid

The fall samples of the Relindo Shoe Co., Toronto, are attractive, and one outstanding feature is the military effect with white and gold braid on the darker toppings and black on the lighter colored ones. Double lines of braid are seen along the eyelet row and a single line around the tops of several samples. If the wearer or retailer desires, the braid can be removed without in any way detracting from the beauty of the shoe. In order to afford as wide a selection as possible some decidedly pretty and expensive pull-overs in pure silk toppings in a variety of fetching patterns and colors are used. Thus the effect may be seen by the buyer at a glance. This is a new idea with the firm and one that has taken well, enabling the widest possible choice of fabrics in overgaiter and military creations. McKays are shown on seven lasts and in three widths with toppings of sand, battleship grey, black corkscrew, nigger brown and Belgian blue, the models carrying principally the spool heel of different heights. In welts eight lasts are shown, including a new stage toe and a medium, pointed, plain recede toe which is decidedly smart. Vamps and foxings are seen in a number of original designs, the military bal and button being to the forefront, while the braid effects are imposing. Thomas Morrow, who was for six years with the McDermott Shoe Co., Montreal, is now representing the Relindo Shoe Co. in Toronto and Southwestern Ontario.

Cotton Shoes Are the Latest

Shoes made almost entirely of cotton are the latest product of an Atlanta shoe factory. The first pair was finished recently. The only thing about the shoes that is not cotton is the heel, which is made of rubber, and a thin leather welt to which the cotton belting sole is attached. The newest thing about the shoe is the cotton belting sole. On records which have been kept of this material it is declared that it will last as a shoe sole longer than leather. The rest of the shoe is made of grey Palm Beach cloth.

Patent Leather Shoes are Sold for Style Value Only

Not for Their Wearing Qualities—Never Guarantee Patent Leather and Have a Sign Up in Your Shop—Saving in Shines, the Dressy Appearance and Fashionable Features are What Customers Get in Place of Long Service

At recent conventions of shoe manufacturers and dealers the question of patent leather has come up for consideration and discussion, particularly the matter of guaranteeing, says "The Shoeman" in an excellent article on the subject:

Whenever the question of guaranteeing patent leather comes up, a great many otherwise sane shoe people immediately see red.

In view of present trade conditions it seems wise to discuss this matter in its true light.

I.—The patent leather shoe is the goose that lays the golden egg for the retail shoe dealer.

a. It is a well-known and accepted fact that patent leather shoes do not wear as long as the dull shoe of equal grade.

b. It follows, therefore, that the dealer sells more pairs of patents than of dulls for the same amount of wearing service. This, of course, means more business and more profit.

c. This fact does not mean more cost to the consumer, although it looks so, at first thought. The difference in cost is made up, or very nearly so, to the consumer in the saving on shines. A patent leather shoe needs practically no shining by a bootblack, whereas a dull shoe requires very frequent shines, every day, in fact, if the wearer is

a bit fastidious. The average daily cost of shiny shoes to the consumer is no more than that of other, more substantial leathers, shines included. The best years in the shoe business are when patent leather shoes are in popular demand. Recent months have been pretty dull in the shoe trade. Witness this,—business during this recent slump has been much better proportionately with manufacturers of women's shoes than with the men's shoe manufacturers. Women's shoe manufacturers have done the bulk of their business on patent leather and fancy footwear. Men's patent leather shoes have not averaged ten per cent of their output. The patent leather shoe is the goose that lays the golden egg for shoe dealers, and the manufacturers profit proportionately.

d. The people like patent leather shoes,—they demand them. They are profitable to handle, because of more sales. Why seek to kill this demand and the good business involved in supplying it?

II.—In the desire to avoid guaranteeing patent leather, many manufacturers and dealers have gone to the extreme of practically condemning patents, and have endeavored to discourage consumers from purchasing this variety of footwear at all.

a. This attitude is, to our way of thinking, absolutely wrong. It is killing the goose that lays the golden egg.

b. Consumers buy and wear shiny shoes because they like the looks of them,—for style, if you please. They know that these shoes will not wear as long as dull leather footwear.

c. For over ten years the people of this country have been educated not to expect the impossible from shiny shoes. The writer has personally visited over two thousand retail shoe stores in thirty-five states and not one hundred of these stores fail to display signs informing customers that "We do not guarantee patent leather shoes." We do not believe there is one person out of twenty who has not been repeatedly informed of this.

d. This being so, how foolish to go to the extreme of practically urging people not to wear shiny shoes at all, and thus in effect cut off the most profitable and business-increasing line of selling!

e. The financial side of guaranteeing patents: a shiny shoe for which the dealer pays \$3 contains about 1½ feet of patent leather on the average, men's and women's. The tanner's profit might be perhaps three cents, or one per cent on the cost of the shoe. If the tanner were willing to sacrifice his entire profit, he could pay for one pair in every one hundred. The shoe manufacturer's profit averages about five per cent, or fifteen cents per pair on this shoe. If he were willing to sacrifice his entire profit, he could pay for five pairs in every one hundred. Assuming that retailer's profits are around 15 per cent net he can, by sacrificing his entire profit, pay for fifteen pairs in every one hundred, or if he makes only partial allowances, his profit may cover thirty pairs per hundred or more, according to the average amount of the individual allowances.

f. As none of these parties is willing to or can sacrifice his entire profit or even any considerable large portion thereof, it is perfectly manifest that neither tanner, manufacturer nor dealer can give the customer an absolute guaranty unless a charge is made to cover it, and this course



CHARLES PARSONS, OF TORONTO
CANADA'S OLDEST LEATHER MERCHANT,
WHO HAS BEEN DOING BUSINESS IN TO-
RONTO FOR SIXTY-SIX YEARS AND THIS
WEEK CELEBRATED HIS EIGHTY-SIXTH
BIRTHDAY. HE IS IN THE BEST OF HEALTH
AND AT HIS OFFICE EVERY MORNING.

we believe to be unwise and likely to produce even more trouble than the policy of non-guaranty.

III.—Patent leather shoes should be sold in the proper manner.

a. Customers should be provided with the necessary information in regard to shiny shoes,—the nature of this leather,—what it will and will not do,—the saving in shine cost, the attractiveness of appearance, the exceptional style value; in other words, the proper care and use, etc., etc.

b. Patent leather should never be guaranteed. Customers are likely to take unintentional advantage of a guaranty of this leather. An occasional allowance for policy sake may be advisable, the same as in other leathers.

c. Carefully worded signs covering the non-guaranteeing of patent leather should be displayed in the store. Clerks should always be thoroughly instructed in the true facts of the case and forced to explain these to customers. Clerks should talk more on style and less on service, especially in women's trade.

d. At the conclusion of this article we give as suggestions two printed forms for use on slips, to be placed in each carton containing patent leather shoes, covering the question of guaranty.

e. With these facts in mind, the consumer should be encouraged to buy patent leather shoes, not discouraged.

Herewith two suggestions to dealers and manufacturers for consumer's slips to be placed in cartons containing patent leather shoes, are printed:

PATENT LEATHER FOOTWEAR

For style and appearance, nothing takes the place of patent leather. It must be borne in mind, however, that it is sold more for this quality than for service.

Only the well-known superior brands of patent leathers are used in our shoes, but even the best tanners have not yet been able to produce a patent finish that will not check or crack. This is because the leather must be free from oil in order to retain its lustre.

The leather manufacturer assumes no liability nor will he guarantee the stock in any way. We make this explanation so that our patrons will purchase understandingly and realize that claims for checking or cracking cannot be allowed.

Here is another suggestion which we offer in the hope that dealers and manufacturers may find in it just what they want, to explain non-guaranteeing of patent leather, without killing its popularity and sale.

PATENT LEATHER SHOES

Only the well-known superior brands of patent leather are used in our shoes, but even the best tanners have not yet been able to produce a patent finish that will not check or crack.

These tanners do not guarantee their leathers to us, therefore we cannot guarantee our customers against checking or breaking.

Patent leather shoes are sold not for their wearing qualities, but for their exceptional style value.

While patent leather shoes are not expected to give as long service as dull leathers, yet the elimination of boot blacking expense makes them, in the end, fully as economical as other leathers.

Postage Stamps for War Tax

The Post Office Department, having given notice a week or two ago, in connection with the War Revenue Act, that all letters and postcards mailed in Canada for delivery in Canada, the United States or Mexico, and letters mailed in Canada for delivery in the United Kingdom and British possessions generally, or wherever the two cent rate applied, should in addition to ordinary postage carry a one cent stamp as a War Tax, and also having notified the public that such war tax, while it should be paid preferably by the postage stamp marked "War Tax," could, if such stamp were not available, be paid by an ordinary one cent postage stamp, is now issuing further notice to the effect that postage stamps may be used for the prepayment of war duties on bank cheques, bills of exchange, promissory notes, express money orders, proprietary or patent medicines, perfumery, wines or champagne, as well as upon letters and postcards, postal notes and post office money orders, the intention being to provide facilities in those portions of the country where excise stamps are not readily available. This, in view of the fact that postage stamps may be obtained at all points over the whole country, in many places where there is no Collector of Inland Revenue and no Inland Revenue stamps could be obtained, is a distinct convenience to the public, and no doubt will be largely taken advantage of.

Learn to Grasp Details

There is science in selling footwear. Do not be a superficial worker. Learn the details of your business—the insides of it, the whys and the wherefores. Try to grasp and appreciate details. Try to remember them. This is the only way to become master of the science of selling shoes. And it is worth the effort.

Return of Worn Shoes

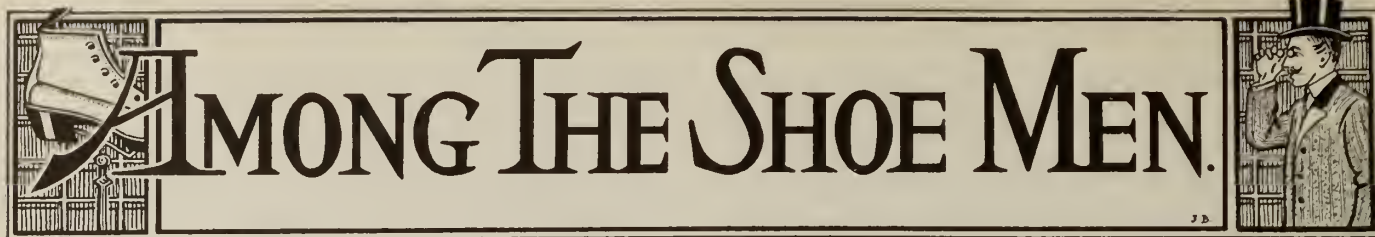
"WHEREAS, the replacing of worn shoes by the dealers, without charge, is a source of loss and an injustice to the dealer, as well as to the manufacturer:

"RESOLVED, that the manufacturers will not give credit for any shoes that have been worn, except for faulty construction or evident defects in material—no allowance to be made for shoes made of Patent or Enamel Leathers, or Fabrics. Be it further

"RESOLVED, that the manufacturers will not, however, give credit for any shoes that have been worn, without being allowed fair credit for such wear as the shoes have given."

The subject matter of the Resolution was discussed thoroughly by the Retailers and Manufacturers at the Joint Conference, and it is recommended that all Retailers make adjustments with their customers on the basis of charging the customer for the wear received up to the time of complaint and that the shoes returned to the Manufacturer be charged back to him on the same pro rata basis. It is further recommended that tags be attached to each pair of returned shoes, pointing out the damage and stating the adjustment made.

Resolution adopted by the joint conference committees of the National Boot and Shoe Mfrs. Association and the National Shoe Retailers' Association in session in New York.



AMONG THE SHOE MEN.

Mr. Colver, formerly of Toronto, has started a tannery in Lethbridge, Alta.

C. E. Lepine, of the Hewetson Co., Brampton, Ont., was in Montreal last week.

A. Bonisteel, of the Collis Leather Co., Aurora, Ont., is on a business trip to England.

Sig Saxe, with Marden, Orth & Hastings, Boston, is visiting the tanners in Canada.

The shoe repair shop of W. Gale, 744 Talbot street, St. Thomas, was recently broken into.

The New York shoe house, Winnipeg, has dissolved partnership, J. W. Pearson retiring.

H. E. Moles, of J. & T. Bell, Limited, Montreal, spent the past few days in American centres.

R. L. Savage, sales manager of the James Muir Co., Maisonneuve, was in Toronto recently.

P. J. Hogan, U. S. M. Co., Montreal, agent, is spending some time in Western Ontario factories.

P. Soall, of Mono Road, Ont., has opened a shoe repair department in connection with his store.

Knechtel & Co., shoe retailers, of Stratford, have opened a new shoe store in London, Ont.

Regina is agitating for a shoe factory and an effort is being made to interest local business men.

The Northway Co. have closed their store in Ridgetown, Ont. It was one of the finest in the town.

H. R. Litz, representing Luc Routhier, Que., was a caller on the Toronto shoe trade last week.

J. S. Edgar & Son, who have been in the shoe and clothing business in Windsor, Ont., have sold out.

Pierre Buron, who had been in the shoe business in Montreal for many years, passed away last week.

McQuillen & Laiselle, dealers in dry goods and shoes, Cowansville, Que., recently made an assignment.

G. J. Trudeau, of the Lionne Varnish Co., Montreal, was in Boston and other American shoe centres this week.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, was in Boston and New York during the past week.

J. Heffering, who represents several Montreal firms in Toronto, and Western Ontario, was in Montreal recently.

J. E. Dupre, of the Montreal Box Toe Company, Maisonneuve, was in Boston and other shoe centres last week.

Chas. Duclos, of Duclos & Payan, leather manufacturers, St. Hyacinthe, Que., was in Toronto last week on business.

Aird & Son, Montreal, have installed in their factory one of the new U.S.M. Louis heel breast trimming machines.

N. Macfarlane, of the Macfarlane Shoe Co., Montreal, was in Toronto last week showing a fine range of samples.

Aubrey Davis, of the Davis Leather Co., Newmarket, recently spent a few days on business in Boston and New York.

The U. S. M. Co. of Canada have installed several new machinery parts in the John McPherson Co. factory in Hamilton.

Fire did considerable damage to the shoe shop of Henry M. Garvie, Renfrew, Ont. The loss is partially covered by insurance.

J. J. Connor, who since the death of C. C. McPhadden, has been covering the ground between Sault Ste. Marie and

Fort William for McLaren & Dallas, Toronto, left last week on his semi-annual business trip to the prairie provinces.

S. L. Lawther, of the Anglo-Canadian Leather Co., Toronto, is on an extended business trip through the Maritime Provinces.

The Factory Shoe Store, of St. Catharines, Ont., has been enlarged by taking in the premises next door, making a fine large store.

N. A. Piche, salesman for the Louis Gauthier Co., makers of the "Surpass" shoe, Quebec, was in Toronto last week on business.

Milton Cumming, of Preston, Ont., has sold his branch shoe store in Galt, to M. B. Bechtel, of Waterloo, Ont., who has taken possession.

Alf. Snyder, of the Canada Felting Co., St. Jacobs, Ont., has returned from a business trip to Quebec, Montreal, and other points east.

P. A. Doig, sales manager of the Star Shoe Co., Montreal, spent a few days in Toronto and Western Ontario in the interests of his firm.

H. L. Carter, who for many years conducted a shoe business on Dundas street west, Trenton, has opened in the same line in East Trenton.

The Eagle Shoe Co., Montreal, recently installed a U. S. M. Louis heel breast trimming machine and a skiving machine in their factory.

Andrew A. Voelker, of Berlin, assistant manager of the Merchants' Rubber Co., dropped dead in his bathroom last week. He was 57 years old.

Ed. Lynch, western Canada representative of the Minister Myles Shoe Co., Toronto, has gone on an extended fall selling trip to the west.

John Peel, shoe dealer, of Whitby, Ont., has bought a large brick store in that town near the post office, which is a very valuable property.

Frank Perry, representing Hoag & Walden, Lynn, Mass., manufacturers of women's welts, was in Toronto and other cities last week on business.

Burt Sproul, shoe retailer, Bloor street west, Toronto, has greatly improved the interior appearance of his store by adding several new fixtures.

M. W. Murdoff, of Trenton, representing the Thomas G. Plant Shoe Co., spent a few days in Toronto last week, showing a fine range of samples.

The Perth Shoe Co., Perth, Ont., have installed several new machinery parts in their factory, including a U. S. M. Louis heel breast trimming machine.

J. A. Matheson, British representative of Beardmore & Co., tanners, Toronto, now has his offices in the Leith Buildings, 24 Moorfields, Liverpool, Eng.

J. L. R. Gorman has taken over the business of the Gorman Shoe House, Belleville, which was conducted by his father, the late S. R. Gorman.

R. M. Corner, shoe retailer, 430 Queen street west, Toronto, is moving to a new shop near the corner of St. Clair and Lansdowne avenue, Toronto.

W. C. Foster, formerly sample room salesman of the W. B. Hamilton Shoe Co., has been appointed representative

of the company in Northwestern Ontario, and has entered upon his duties.

The United Shoe Machinery Co. have installed a 12-foot model "N" Goodyear shoe repair outfit in the establishment of W. Pollinsky, Beaubien street, Montreal.

The Retail Merchants' Association of Simcoe, Ont., has decided to continue closing at noon on Thursday during June, July and August, the same as last year.

L. S. McKindsey, one of the western representatives of the W. B. Hamilton Shoe Co., Toronto, left recently on an extended business trip through Alberta and Saskatchewan.

Ames-Holden-McCready, Limited, Montreal, have installed some new machines in their No. 2 factory to replace the older models. They have also put in a Louis heel breast trimming machine.

L. B. Wasserstrom, leather dealer, of New York, was in Toronto last week on business. J. S. Schwartz, representing the same firm was also spending some time in Toronto and other cities.

Walter Smardon, of the Smardon Shoe Co., Limited, Montreal, was recently a visitor in factories in the large American shoe centres. Mr. Smardon also visited Philadelphia and New York.

Narcisse Gagnon, of the firm of Aird & Son, Montreal, who has been on an extended trip to the southern states and the Panama-Pacific Exhibition, was in Toronto last week on his way home.

The capital stock of C. Parsons & Son, Limited, leather merchants, Front street east, Toronto, has been increased from one hundred and fifty thousand dollars to two hundred and fifty thousand dollars.

J. T. Tebbutt, of the Tebbutt Shoe and Leather Co., Three Rivers, makers of the Professor Gold Cross Shoe and the Doctors Anti-septic Non-perspiro shoe, was in Toronto last week on business.

Walter Binnore, treasurer of the Canadian Consolidated Rubber Co., has returned to Montreal again after a three months' holiday trip to California. Mr. Binnore, who was ill, has entirely recovered.

John Stewart, shoe repairer, 47 Harboard street, Toronto, died on April 15th when witnessing a bowling match in the Odd Fellows' Temple, College street. He is survived by a widow and five children.

W. J. James, who has been manager for a number of years of Harbor Grace Boot and Shoe Co., Harbor Grace, Nfld., has resigned. Oliver Leach succeeds him and has entered upon his new duties.

An attempt to change the closing hour of shoe, clothing and men's furnishing stores in Sudbury, Ont., from seven to eight o'clock was unsuccessful. The petition presented to council was not sufficiently signed.

The United Shoe Machinery Co. have put in a new treeing outfit in the Ahrens shoe factory, in Berlin. They have also installed a Pluma skiving and other machines in the Kimmel Felt plant in that city.

P. J. Hogan, of the United Shoe Machinery Co.'s staff, Montreal, has been installing new patent leather repairing machines in the factory of the Brandon Shoe Co., at Brantford, and the J. W. Hewetson plant at Brampton.

W. H. Robinson has been elected a director of the Canadian Consolidated Rubber Co., of Montreal. Mr. Robinson is vice-president of the Granby Consolidated Mines and ex-president of the Eastern Townships Bank.

W. Harold Budreo, of Toronto, in addition to the line of the Regina Shoe Co., Montreal, is also representing the Drummond Shoe, Limited, Drummondville, and Charbonneau & De Guise, Montreal, in Eastern Ontario.

W. A. Eden, who has been connected with the Canadian Consolidated Rubber Co., Montreal, for a considerable length

of time, has been appointed secretary of the company. Roswell C. Colt has been appointed assistant secretary.

The United Shoe Machinery Co. of Canada state their new Louis heel breast trimming machine is receiving a large demand and becoming very popular with Canadian manufacturers. They have placed a large number during the past few weeks.

George F. Hennessey, traveler for the United Shoe Machinery Co., Toronto branch, will shortly take up his residence in Berlin. He has been living in Toronto for the past three years and will continue to pay weekly visits to the local office.

Tenders are being invited by the liquidator, A. E. Middleton Hope, for the stock of Casselman & Thompson, Limited, shoe dealers, Montreal. The stock is valued at \$12,397.17, fixtures and furnishings at \$1,319.35, and accounts receivable at \$1,491.00.

H. W. Algeo, of the U. S. M. Co., Montreal, has returned from a visit to the Maritime Province factories. Mr. Algeo states that shoe prospects in this part of Canada appear to be very bright and that the Maritime Provinces shoemen all are busy.

A charter has been granted to the A. E. Cudmore Salvage Co., Limited, Toronto, with a capital stock of \$40,000 to buy, sell and deal in goods and merchandise. Mr.

A LIVE WIRE IN SHOEDOM

J. R. C. Struthers is one of the live shoe exponents of the west. He handles footwear, gloves and mitts, and makes a specialty of selling exclusively to the jobbing and large department store trade. Born in Stratford, Ont., he started in the footwear business with J. D. McCrimmon, of the Classic City, with whom he remained four years. He then journeyed west and was with Kilgour, Rimer & Co., wholesale shoes, as salesman on the road



J. R. C. STRUTHERS, WINNIPEG

for some eight years. In 1911 he embarked in a manufacturers' agency business, and has handled many English goods as well as Canadian. Mr. Struthers represents a number of leading, progressive houses, among them being Clark Bros., shoe manufacturers, St. Stephen, N.B. He finds the outlook very satisfactory, having done a splendid business this season.

Cudmore is well known to the shoe trade and has at different times conducted stores in Toronto.

S. H. Parker, of the Solid Leather Shoe Co., Preston, was in Toronto last week, showing a fine range of fall samples in both high and low cuts, with colored cloth tops and military effects. The Solid Leather Shoe Co. has been very busy for several weeks past, the employees working three nights every week.

The many friends of J. M. S. Carroll, Divisional Manager of the Canadian Consolidated Rubber Co., Montreal, are congratulating him on being elected a director of the company at the annual meeting held a few days ago. The honor has been earned by faithful service and splendid business ability on the part of Mr. Carroll.

S. C. Cronk & Co., shoe jobbers, have removed from 126 Wellington street west to 60 Front street west, Toronto, where they have much larger quarters and excellent office and sample room facilities. The new sample room of the firm has been attractively fitted up in oak, with elevating glass doors, comfortable chairs, display tables, etc.

E. D. Lott, who has been conducting a shoe business in Weston, Ont., for some time, has sold his stock to A. E. Cudmore, of Barrie, who removed it to that town. Mr. Cudmore also purchased the remainder of the Blachford shoe stock, which was on sale at their old stand, 114 Yonge street, Toronto.

Miss Hattie Spry, of Belleville, died recently from an attack of pneumonia and her death came as a great shock to her numerous friends. She was widely known to the shoe trade as for many years she was on the staff of Vermilyea & Son's footwear establishment. Miss Spry was born in Peterboro but has spent the most of her life in Belleville.

Mrs. Parsons, wife of Chas. Parsons, the veteran leather dealer, 79 Front street east, Toronto, passed away recently, aged 81 years. She was a daughter of the late Judge Boswell, of Cobourg, and was united in marriage to Mr. Parsons nearly sixty years ago. The deceased was also a sister of the late Commodore Arthur Boswell, a former mayor of Toronto. Among the surviving children is W. G. Parsons, who is associated with his father in the leather business. The

latter was 86 years old this month and is still hale and active, being at work every day.

Burpee Rumsey, one of the old school of shoe manufacturers, died recently in Lynn, Mass., from heart trouble. He retired from active work about ten years ago. Mr. Rumsey was born in Clarence, N.S., in 1847, and has resided in Lynn ever since he was 19 years of age. Previous to becoming a member of the firm of Rumsey Bros., he served in several shoe factories.

The Canadian Consolidated Rubber Co., Montreal, employees have formed an association which they call the Business Science Club, of which the first entertainment was held Thursday, April 8th. A pleasing musical bill was rendered by an orchestra which is made up entirely of employees. A two-act play was also given and was greatly enjoyed. The club plan to hold regular meetings.

It is understood that a new price list will be issued by the various rubber footwear companies and that it will be out May 3rd. It is said that the figures will be about 5 per cent. higher on the average. Retailers, who have not yet given their spring placing orders on the basis of present quotations, would apparently be well advised to book their rubber business before the end of this month.

A very interesting and attractive window was recently installed by Geo. E. Reynolds, shoe retailer, Stirling, Ont. The display was of Life-Buoy rubbers made by the Kaufman Rubber Co., of Berlin, and on view were several samples of raw rubber, while the various processes in manufacture, from the crude stock to the finished shoe, were exemplified. The window created a great deal of interest and admiration.

Alderman John A. Reid, vice-president of the Hart Boot and Shoe Co., Fredericton, N.B., was married recently to Miss Edna Golding, B.A., daughter of Mrs. I. R. Golding. The ceremony took place in St. Anne's Church, Fredericton, the Rev. Mr. Greenwood officiating. The happy couple left for the south on their wedding trip, going as far as Washington. Mr. Reid's many friends in the trade will extend congratulations.

The Perth Shoe Co., of Perth, Ont., recently received an inquiry from F. Montonaro & Co., via nomentana 175, Rome, making inquiries in reference to their goods. The firm mentioned that they had seen the ad of the company in the SHOE AND LEATHER JOURNAL, which is thoroughly read by the trade from Vancouver in the west to Halifax in the east, but the publishers were not aware that the Journal was being perused in the ancient Eternal City.

A. L. Trudeau, who has been identified with Dupont & Frere, Maisonneuve, as superintendent of their factory, died Friday, April 8th. He was operated on the previous Thursday for cancer of the throat but his heart was not strong enough to stand the shock and he passed away the next day. The funeral was held Monday, April 12th, from his late residence and was very largely attended by the many friends of deceased as well as by the staff of the Dupont factory.

Jobbers report that a fair business is being done in all ranges of shoes and that sorting has been particularly good on certain lines. The outlook for spring business is regarded as a promising one. The cloth top lace bal appears to be going very well, especially in the larger cities and towns. There will be a strong demand for white canvas shoes this summer, and for black and white effects. Some very nice showings are being made in the latter.

The Perth Shoe Co. have installed a United Shoe Machinery Co. heel breasting machine, and report that business with them is very brisk, in fact that they have been running overtime for the past six weeks. The plant is equipped to make both men's and women's shoes, but the business in the latter has been increasing at such a rate of late that the firm have never had an opportunity to de-



Interior view of the shoe store of Richardson's Limited, Eighth avenue, Calgary. The store is very nicely laid out, being 130 feet deep by 15 wide, with the ceiling 20 feet high. The fixtures are finished in white while the settees are mahogany, the contrast being very effective.

velop their men's line. Several snappy new lasts have been added this season and the range of women's Goodyear welts made by this enterprising company, under the direction of G. H. Ansley, is the most attractive ever put out by them.

The first heavy shipment of footwear made by the Palmer-McLellan Shoe Pack Co., St. John, N.B., for the allied armies, left St. John recently. John Palmer, managing director of the company, arranged for these contracts during his recent visit to Europe. Other shipments will go forward as soon as the company are able to supply the demand. Fredericton is said to be the only city in Canada supplying the allied armies in the field with footwear.

J. S. Anthes, head of the Anthes Furniture Co., Berlin, died on April 13th, aged 71 years. He has spent his whole life in the manufacture of furniture and is survived by a widow, one son and four daughters. Among the daughters are Mrs. Breithaupt, wife of J. C. Breithaupt, of the Breithaupt Leather Co., Berlin, Mrs. Breithaupt, wife of A. L. Breithaupt, of the Berlin Trunk and Bag Co., and Mrs. Rieder, wife of T. H. Rieder, vice-president and general manager of the Canadian Consolidated Rubber Co.

There is great scarcity in leather shoe laces and prices are constantly ascending. A Toronto jobbing house stated this week that it was almost impossible to obtain supplies, and that any firm that could furnish them with 100 gross would be hailed as a benefactor to the trade. Mohair laces are also ascending in price, having recently taken an advance of ten per cent. All this has been brought about by the war, and the embargo placed upon leather by Great Britain and other European countries from which the supply of laces has been largely obtained.

At the "Made-in-Canada" Exhibition which is being held in Montreal at the present time many unique features are seen, among them being the motion pictures depicting the making of Fleet-foot sporting shoes by the Canadian Consolidated Rubber Co. These pictures were made at St. Jerome, Que., where the company have a branch, and show the entire process from the importing of the crude rubber from Brazil to the finished product. The Canadian Consolidated Rubber Company state they are the first Canadian concern to have taken motion pictures of their manufacturing progress, and much interest has been shown by visitors to the exhibition, not only in the pictures, but also in the handsome booth of the company.

The Carey Shoe Co., who have retail shoe stores in Toronto, Chatham and Barrie, have announced a big patriotic sale to introduce a Made-in-Barrie contest, in which the firm are giving cash prizes of \$40, absolutely free. The shoes sold are made in Barrie by Underhills, Limited, and the Carey Shoe Co. have announced that to the person buying the greatest number of these Barrie-made shoes at their store, from April 15th to August 15th, will be given absolutely free, \$20 in cash. To the person buying the greatest number of Barrie-made shoes from August 15th to December 15th, will be given another \$20 in cash, making a grand total of \$40. Attractive literature has been issued by the firm at the top of which appears the slogan "Buy Barrie Shoes."

A recent despatch from Boston says:—"As it is a between season period with the shoe manufacturers they are not buying much leather as a rule and the market remains rather quiet. The fall run does not get under way until along the first part of May, so that about the only business immediately in sight is duplicate orders. While these have been somewhat restricted owing to the backwardness of the season, the advent of more favorable weather during the past week has started a freer movement of shoes in retail channels and paved the way for an increasing business. Perhaps the most important feature in the leather and shoe

trade during the week has been the placing of a large order for army shoes by Russian with one of the leading Boston manufacturers. This contract is reported to be for 1,500,000 pairs, one of the largest single orders yet placed in this country."

BOWLING CONTEST WAS A HUMMER

The annual bowling match of the White Shoe Co., Toronto, took place recently at the College street bowling club. The contest was in five pins, three games being played. The traveling staff was lined up on the one side and the warehouse boys on the other. The former were strengthened by James C. Dixon, of Warkworth, and the latter by Neil Chappell, 1188 St. Clair avenue, Toronto. In the individual games, and also in the collective scores, the warehouse lads lead by a very respectable majority. The score was as follows, and it shows that some of the bowlers are particularly expert in the game:

Travelers.	Warehouse.
Ernest Williamson 242	R. B. Graylin 378
J. C. Dixon 227	Hugh White 273
A. Bawden 300	C. McFarlane 274
G. Cessford 200	T. W. Scott 258
E. Edmonds 300	John White 281
L. Fingland 274	Neil Chappell 316
R. Russell 202	W. Brennan 239
H. Braun 200	Doc Reeve 396
Total 2,035	Total 2,420

SHOULD CHROME LEATHER BE GREASED

Those interested in the manufacture of chrome tanning have probably experienced much trouble in producing water-proof chrome leathers. The accepted theory is that they are water-proofed, and can even be boiled. It is over twenty-five years ago since the first piece of chrome upper leather was shown for the purpose of making a water-proof shooting boot. Every precaution was taken at that time to



A portion of the office staff of D. D. Hawthorne & Co., wholesale shoes, Toronto. From left to right are Ernest Franklin, George Witheridge, Herbert Densem and Allan Walsh, all of whom are well known to the trade.

be certain that the upper was water-proof; the double tongue was carefully wrapped at the tab, and a semi-circular row of stitches added. One pair of boots was experimented on a number of years ago. Just prior to being delivered they were greased well to ensure their being water-proof, and to thoroughly test them they were allowed to stand in wet ground for two days, and each day a coat of tallow was applied. On the third day, however, it was noticed, with surprise, that the more the uppers were greased, the more the water seemed to pour in. The men experimenting talked with several expert leather men on the subject, and the opinion was that the shoes should not be greased. One man said that he had never greased a pair of chrome leather boots, and it was very rarely that his feet were ever cold. There seems to be a difference of opinion as to this, and we would like to hear from some leather experts who have had practical experience in that line as to whether or not it is a benefit or a detriment to grease chrome.

From the Fyles of 1888



Old Timer Gone

We regret to have to record the death of Wm. Guinane, one of Toronto's oldest shoe men. Mr. Guinane, who was the founder of the present house of Guinane Bros., and father of the present member of the firm, expired after a somewhat prolonged illness.

* * *

About St. Crispin

Crispinos and Crispianus were two brothers born at Rome from which place they traveled about 303 A.D. to Soissons, in France (recently the scene of bloody conflict), to propagate the gospel, and worked as shoemakers so that they might not be chargeable to anyone. The governor of the town ordered them to be beheaded the very year of their arrival and they were made titular saints of the gentle craft. St. Crispin's Day is October 25th.

* * *

Canadian Boots in England

An interview with an English paper given by the late Mr. Mullarky, of Montreal, is given in full. Mr. Mullarky says in part: "Your merchants say our lasts have got too much spring; they want the toes down flat. I know these lasts are right and your dead lasts are wrong, but I don't want you people to buy what I like. I am going to take some English lasts back with me and I am going to make English boots in Canada. Our capacity is 3,000 pairs daily, so we will be able to keep you going a bit."

* * *

Shoe Dealers' Association

In a letter in this issue Mr. Chas. Doney, of Ottawa, advocates the formation of a Canadian National Association of Retail Shoe Dealers. He advocates the first meeting in Montreal so that dealers may get in touch with manufacturers. One of the evils needing discussion was the slaughter of rubber shoes.

TELL IT WHILE THEY LIVE

When I cash in and this poor race is run, my chores performed, and all my errands done, I know that folk who mock my efforts here, will weeping bend above my lovely bier, and bring large garlands worth three bucks a throw, and paw the ground in ecstasy of woe. And friends wear crape bow knots upon their tiles, while I look down (or up) a million miles, and wonder why those people never knew how smooth I was before my spirit flew. When I cash in I will not care a yen for all the praise that's heaped upon me then; serene and silent in my handsome box, I shall not hear the laudatory talks, and all the pomp and all the vain display, will just be pomp and feathers thrown away. So tell me now, while I am yet on earth, your estimate of my surprising worth; O tell me what a looloo bird I am, and fill me full of taffy and of jam.—Walt Mason.

THE NEW RUSSIAN BOOT IN TORONTO

In the accompanying picture there is observed a New York lady of fashion wearing the new Russian boot for women—as illustrated and described on the cover of this edition of the SHOE AND LEATHER JOURNAL. On the right is seen this type of footwear as worn by a stylish Toronto lady, the picture being taken in the Royal Shoe Co.'s store in Toronto. The boot comes in black glazed kid with patent

leather cuff, grey suede with patent trimmings and vamp, or tan suede with tan calf trimmings and vamp. The Russian boot is sold in Toronto for twenty-eight dollars a pair.



THE WRONG SIZES AND WIDTHS

I claim from experience and close observation of many different stocks in retail stores and from interviewing retailers that our very worst enemy is WRONG SIZES AND WIDTHS.

I mean that we buy too many small and large sizes, also too many narrow widths, altogether out of proportion to the demand and on the other hand we are often short of the good selling sizes and widths that are safe and pretty sure to go at a fair price, even when the shoe is discontinued and out of style.

When I see a size sheet showing a preponderance of extreme sizes and widths it does seem as if there must be an unknown attraction that seriously effects the point of the pencil of the buyer and causes it to go to the very extreme while he is detailing the sizes that he feels he needs.

We need more shoes bought right as to sizes, widths and amount. Reducing the price of discontinued lines of shoes does not change or improve the sizes, they still remain the same.

I have in mind many discontinued lines of men's and women's shoes, consisting chiefly of these undesirable sizes mentioned, and a big loss on the invoice price has failed to move them with any speed; why, because they are the wrong sizes and will not fit the feet of those who would buy them.

If these same shoes could be moved to the centre of the size sheet (good selling sizes) they would readily sell at considerable more money, in fact they would have sold at the regular retail price when the line was comparatively new, now they will hardly move at any price.

I find that when we try to move these extreme size goods by reducing the price it draws a cheaper element to the store that generally wear the good selling sizes and our extreme sizes still continue to reside on our shelves.

In cases where we attract our regular customers or the better class of trade to the store it is difficult to sell this class as they generally want the newer styles and are not very much interested in the discontinued proposition.

I also find that the man or woman who wears the small sizes or narrow widths are generally very fussy as to fit, appearance and all details, it generally being very hard to suit them.

I find that discontinued styles could be readily disposed of at a fair price if they were the more desirable sizes. I do not claim that there isn't a real demand for some of these extreme sizes, but I do claim that many shoe buyers overstock on these.

Extreme sizes should be purchased on only a few of the best selling lines and bought in keeping with the demand. We have not had the courage to lose sales on these extreme sizes, but we have on the other hand lost many sales on the good and safe selling sizes while on our shelves there were plenty of shoes in the style demanded, but they were the wrong sizes and widths.

Each dealer should determine from his sales what are the best selling sizes and act accordingly. Buying the right styles is not the only thing, but what sizes and widths can I sell is a very important point that should be studied carefully and acted on wisely.—W. W. Willson.

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Two cents a word. Minimum charge for an advertisement 50 cents.
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HOW TO APPROACH THE CUSTOMER

How vitally important is this matter of making a favorable impression upon your customer at the very start. You may know your goods; you may be able to give the very best service and all that—but these count for naught if the customer has been repelled by your appearance, your manner or your attitude. Before you can hope to persuade the customer to buy you must change this state of mind toward you. And see what a lot of time and effort that involves.

Business is a matter of personal adjustment. Your success in dealing with people depends upon your ability to "size them up." A knowledge of human nature helps some, but don't depend upon it too much. For every customer you deal with is an individual and represents a variation of some type. It won't do to deal with him on general principles for the reason that he isn't a general principle. Do you see

the point? You should study every customer individually and handle him as a brand new problem.

It's all well enough to know something about phrenology, physiognomy and the like, but after all you have got to trust to your own personal experience for your knowledge of men and women. You older men, who have been selling shoes these last unpty-odd years, will agree with me on this point, I am sure.

You have extended a cordial greeting to your customer. By your manner you have led him to believe you have been greatly favored by his call. Now stop right there. Let the customer talk. Let him tell you what he has on his mind. Don't for goodness sake, ask foolish questions as:—"Waited on, sir?" or "Something in shoes, to-day, sir?" or "What can I show you?" or "How may I serve you, sir?" All of this is twaddle. Read what William Maxwell has to say about such salutations in his book on "Salesmanship."



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Hardash Silk Thread

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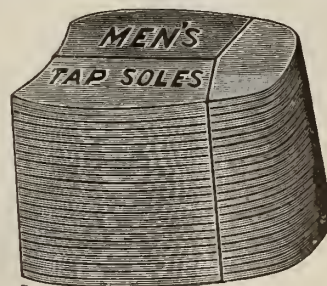


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A. W. Ault Co., Limited	- - - - -	Ottawa, Ont.
White Shoe Co.	- - - - -	Toronto, Ont.
The Kilgour, Rimer Co., Limited	- - - -	Winnipeg, Man.
The J. Leckie Co., Limited	- - - -	Vancouver, B.C.
The London Shoe Co., Limited	- - - -	London, Ont.
McLaren & Dallas	- - - - -	Toronto, Ont.
James Robinson	- - - - -	Montreal, Que.

The

Independent Rubber Co.

Limited

Merritton - Ontario

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Absolutely pure—guaranteed not to contain an ounce of mineral or vegetable oils—absolutely uniform every day in the year.

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Our leader is the famous Kitchener last, with the English receding toe now so popular. Available in all the favored cloth and leather combinations. A special feature is a straight laced military bal on a Torpedo last—something entirely new in Canada. Our other new lasts and patterns make the Muir Co. samples the most attractive shown in the past twenty years.

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We have made special arrangements for quick delivery of all White Canvas orders. But remember the proverb about the early bird! Get your stock *now* so that you can get the *early* summer trade which is by far the most profitable and satisfactory.

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May 1, 1915

THE SHOE & LEATHER JOURNAL



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Those of us at home who are doing our best to provide the sinews of war are as much in the firing line as the Boys at the Front. Let us keep the wheels of commerce moving, that the gallant fellows may make every shot tell in this great fight for world liberty.

We are doing our part to the very last stitch to make TRICKETT'S SLIPPERS all they have been in the past, and a little more, these days when selling is somewhat more difficult for the dealer.

Ask your jobber for TRICKETT'S

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Men's Mahogany
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The above is one of the many features
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Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe
"The Easiest Shoe on Earth."

Early Summer Season Means Greater Call for Sporting Shoes

The unusually early opening of Spring will undoubtedly create something of a rush in tennis and sporting shoes. And this demand will, more than likely, eclipse all previous known records, because of the greater length of the summer season.

Are you prepared? Have you got a stock that will be anything like equal to the opportunity?

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Our selling representatives all carry large stocks of all our various popular numbers. Get your sorting orders in early—there will be a big rush later on. Make sure of having the stock when you want it most.

The
Independent Rubber Co.
Limited
Merritton - Ontario

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- The Amherst Central Shoe Co., Limited - - Regina, Sask.
- A. W. Ault Co., Limited - - - - - Ottawa, Ont.
- White Shoe Co. - - - - - Toronto, Ont.
- The 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.
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and Value
Unsurpassed*



1915—FALL SEASON—1915

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and the most extensive variety in Fall Footwear
see the fall range of

Good
Service

McLaren & Dallas

The "Imperial" Shoe

A well-known line for men and women. Goodyear Welts and McKay sewn in all the fine leathers.

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Men's Goodyear Welts in smartly stylish lasts—the line that will give satisfaction for the better class men's trade.

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A medium grade light shoe for men, boys and youths in McKay sewn and standard screw.

"Beau Brummel"

Made in the smartest of the new lasts, this make appeals strongly to dressy young men. Goodyear Welts in the very choicest materials only.

"Britain's Best"

"Trickett's" and "Parker's" Felt Shoes and Slippers have established a world-wide reputation for quality and value. And the truly British qualities, soundness of material and painstaking care in every detail of workmanship, are always present in "Trickett's" and "Parker's" products.

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Solid leather working shoes. This is a line that will appeal to your "hard-headed" customer who is looking for good wear before anything. Every pair is guaranteed and you can confidently recommend them with the absolute assurance that they will give complete satisfaction.

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A popular line for misses and children. Very smart in appearance, comfortable, strong and nicely finished.

"Sportsman"

Boot in 10, 12 and 15 inch leg, made in Chocolate, Pearl and Black Calf and Smoked Elk. For Hunters and Prospectors. The "Sportsman" is one of the best boots made.

"Witch Elk"

is a famous line of hunting and sporting boots for which we are agents in Canada.

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We specialize in the Independent Rubber Company's products, than which no superior line is produced in the world.

The "BIG FOUR" brands of Rubber Footwear—"Kant Krack," "Dainty Mode," "Royal" and "Bull Dog." A complete range of all lines carried in our warehouse.

"Made in Canada"

"Elmira Felts" are a well-known Canadian make of Felt Boots, Shoes and Slippers that have won their way to the top by merit. It is good business to sell "Elmiras." See also our splendid range of Moose Moccasins, Lumberman's Knit Sox Oil Tan Larrigans, Hockey Boots and fine Leather Slippers.

McLaren & Dallas

WHOLESALE DISTRIBUTORS OF BOOTS, SHOES AND RUBBERS
30 FRONT STREET WEST - - TORONTO

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The dominant force of quality will not be denied



Just as there are some speakers whose eloquence and knowledge compel all to listen, so there are some lines of merchandise that have the same compelling attraction.

"Murray-Made" and "Derby" *Men's Shoes*

and "Cleo" *Women's Shoes*

MADE IN WELTS AND McKAYS



are in this class, and merchants who sell them reap the great rewards of their discriminating judgment. MURRAY Shoes prove how false is the notion that foot comfort is incompatible with smart style, because they have both qualities in the highest degree. Keep this in mind and be sure to see the MURRAY line before placing your main order for fall styles.

Your sorting orders on summer styles will receive prompt and careful attention.

MADE IN _____
_____ CANADA

The Murray Shoe Co., Limited LONDON, ONTARIO

Montreal Branch

SOLE FRANK J. McKENNA AGENT

Read Building, St. Alexander and Jurors Streets

**20%
CHEAPER
THAN
WOODEN
BOXES**

**20%
OR MORE
SAVED IN
FREIGHT**

**50%
SAVED
IN ACTUAL
PACKING
TIME**

**90%
SAVING
IN STORAGE
SPACE**

Martin Corrugated Fibre Board Shipping Cases

Made in Canada

BY THE

Martin Corrugated Paper & Box Co., Limited

WHICH IS NOT CONNECTED WITH
ANY FIRM OUTSIDE OF CANADA

The Product is Canadian	The Profits
The Workmen are Canadian	Remain
The Factory is Canadian	in
The Capital is Canadian	Canada



YOU should use Martin Corrugated Fibre Board Shipping Cases, **not only** because in buying Canadian made goods you are giving employment to Canadian workmen and helping Canadian industries, all of which contribute to the prosperity of Canada—**But** also because of the large saving which can be effected in **first cost, freight charges, packing time and storage space.**

SAVING No. 1
The cost of wooden boxes is going up. Good grade lumber is getting scarce. Thus you can get Martin Corrugated Paper Boxes for 20 per cent. less than wooden boxes.

SAVING No. 2
Corrugated Paper Cases weigh about one-quarter of what Wooden boxes do. Thus the saving of 20 per cent. or more can be made in freight charges.

SAVING No. 3
When using Martin Corrugated Cases there is no loss of time in hunting nails, hammer or lids. Nor is an expert packer necessary. Boxes are sealed with a special gum used cold. Thus a saving of 50 per cent. in packing time can be made.

SAVING No. 4
Martin Corrugated Cases collapse and can be stored in that condition. This makes it possible to save 90 per cent. in storage space.

If there is any question in your mind about your product being packed in **MARTIN BOXES** write us and we will study your problem and offer our expert advice.

We also make a specialty of Solid Fibre Board Boxes which have proven very satisfactory for the shipping of shoes.

Martin Corrugated Paper & Box Co., Limited

Factory and Office: 353 Pape Avenue, Toronto



"REO"

B E C A U S E

of their unvarying quality features in style, materials and workmanship and finish, Brandon Shoes compel the interest of all buyers who are anxious to establish a quality reputation that will endure.

To see the BRANDON line is to see the art of stylish shoe manufacture at the very pinnacle of perfection.

"Monarch"
 "Brandon"
 "Dr. Brandon"

A display of BRANDON SHOES in your window will attract instant attention, and bring new customers to your store.



"HARVARD"



"FRENCH"

21 DAY DELIVERY

Guaranteed of all Mail and Rush Orders

THE
Brandon Shoe Company
 LIMITED

Brantford

Canada



STOP! LOOK! LISTEN!

- WHO?** You, Mister **Shoe Manufacturer.**
- WHY?** Because you want to be **up-to-the-minute**
- WHAT?** In perfect style and fit with **your Shoe Samples**
- WHERE?** For your Salesmen **to show Customers**
- WHEN?** In the prosperous year of **1916**

THE **LARGEST**, THE **STRONGEST**
AND THE **STRAIGHTEST** LAST
COMPANY IN CANADA

Write to Richmond for Full Particulars



Boston Last Company

Manufacturers of

Fine Lasts, Followers, Fillers, Trees, Etc., also Maple Last Blocks
Makers of Electric Heating and Ironing Outfits for Shoe Factories
(Simplex System)

Canadian Factory: RICHMOND, QUE.

Charles Campbell, Manager

Boston, Mass., 44 Binford St
Factories: Phone Main 107
Richmond, Que. Phone 32



In Stock—Grey and Fawn Tops
Welts \$3.00, McKays \$2.50



Growing Girls', Misses', Child's in Stock

CLASSIC

SHOES FOR WOMEN

At no time in the history of the shoe trade, has the question of style been of such paramount importance and so fraught with pitfalls for the unwary retailer. Novelty follows novelty with bewildering rapidity and novelty must be shown by every dealer unless he is content to fall back in the race for success.

The great thing is not to get mere novelties, but the **right** novelties—designs based upon thorough understanding of what is really saleable and what is not.

You are perfectly safe in buying CLASSIC shoes. The line is replete with novelty ideas and we venture to say that every last in the range will be a good seller, basing our confidence on past achievements and close study of style trends of the present season.

Our Fall range is quite convincing. Make a point of seeing it.



Welts—\$3.00, \$3.25

*The Shoes That Are
Supplanting Foreign
Footwear*

GETTY & SCOTT, LIMITED
GALT - ONTARIO

CLASSIC

SHOES FOR CHILDREN

In the realm of children's shoes, the name "CLASSIC" stands as the supreme leader.

No matter where you go within the boundaries of Canada, you will find the bulk of the stock in the busiest Children's department to be "CLASSIC."

To have achieved a leadership like this is the best of all evidences that the public like "CLASSIC" shoes. And it also furnishes the most convincing reason why every dealer not now handling "CLASSIC" shoes should try them out.

With "CLASSIC" Children's shoes, you cannot help but win increased trade, profits and reputation.

Have you seen our great Fall range yet? If not, do so while the opportunity lasts. It will be a move that you will never regret.



Black and Chocolate Kid
75c.—2—5 \$1.00—4—7½



Patent, White, Red, Dull Kid
Black Cloth Tops

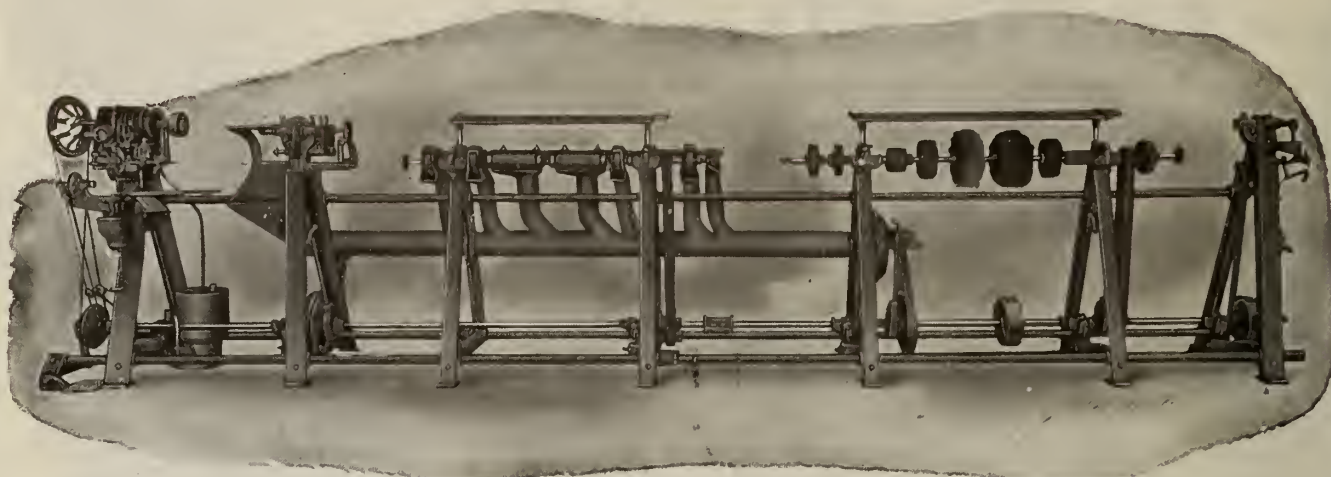


The Neatest Shoes
in Shoedom

GETTY & SCOTT, LIMITED

GALT - 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



SOME FEATURES OF OUR 1915 FALL RANGE

Along with the many new lasts and patterns which we have added to our lines, we have greatly increased our range of skating and hockey boots. We have also installed a viscolized sole line made by the latest and most improved methods.

There are many other features in our 1915 Fall samples which are going to make the AMES-HOLDEN-McCREADY shoes more popular than ever.

OUR TRAVELLER WILL CALL ON YOU AT AN EARLY DATE. DON'T PLACE YOUR ORDER TILL YOU HAVE SEEN OUR FALL SAMPLES.

Our In-Stock Department

A moment's consideration will convince you of the service this department can render by keeping your stock down to a minimum through its use. You could not do this if you did not know that you can depend absolutely upon the prompt attention and courteous consideration our IN-STOCK department can give as well as the satisfaction which is guaranteed.

DROP US A LINE TO-DAY TELLING US OF YOUR NEEDS

Canada's Largest IN-STOCK Shoe House

Ames-Holden-McCready, Limited

MONTREAL

ST. JOHN

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

Aird McKays and Turns

Jobbers find that the Aird samples always contain the latest models, and they know that the shoes are made with a care that bespeaks expert shoemaking—the result is that every order which leaves the factory gives entire satisfaction.

Jobbers' Inquiries Solicited

AIRD & SON - MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

Sure Sellers If They Carry This Brand

In shoes, the line that sells steadily at all seasons is after all the most profitable line to handle.

The strongest appeal of YAMASKA BRAND shoes lies in their saleability. They make sure business for you because they are just what the people want and can afford. And then, the service they always give makes such a strong appeal to your customers that it means big repeat business for you.


If you've never experienced the satisfaction of selling YAMASKA BRAND keep them in mind for your Fall buying.



LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE - QUEBEC

ORDER THEM FOR FALL

*THE
Professor*

PAT. NO.  119409
GOLD CROSS
SHOE



And Specify These Two Brands Particu- larly Because—

Your jobber may show you some other shoe that looks fairly good, but which has not got the reputation built up by the "PROFESSOR" and the "DOCTOR'S" brands.

And how has this reputation been acquired?

Here's the reason—you'll find very few male feet that either the "DOCTOR'S" or the "PROFESSOR" shoe can't fit. They are made on lasts that conform perfectly to the contour of the foot. Their patent health features make them particularly acceptable to your "cranky" customers.

Doctors
ANTI-SEPTIC
SHOE
PAT 1906 1909
NON
PERSPIRO



Moreover, your men customers will appreciate having shoes that so nearly approach their ideals in comfort, style and wearing qualities.

THESE ARE A FEW OF THE REASONS WHY YOU SHOULD MAKE TEBBUTT BRANDS YOUR LEADING LINES. THINK THEM OVER.

EXAMINE OUR FALL, 1915, SAMPLES AND SEE IF WE ARE NOT RIGHT.

The Tebbutt Shoe & Leather Co., Limited
THREE RIVERS, QUEBEC



JAMES ROBINSON

ROBINSON'S

Complete Sorting Service Is
At Your Disposal

You can save money by taking advantage of it. A complete range in all lines is carried and a speciality made of quick service. Satisfaction guaranteed.

JAMES ROBINSON
MONTREAL

“ Canada's Leading Shoe House ”

“KINGSBURY” and “AMERICA’S BEAUTY” LINES ARE ALWAYS IN STYLE



When ordering these shoes you automatically insure yourself against financial loss.

Why ?

Because we make lines that have a steady demand. Our shoe is the popular women’s shoe, our styles are up-to-date, and our prices are right.

We have always studied the tastes and fancies of feminine shoe wearers, and the result we have put in “Kingsbury” and “America’s Beauty” lines. They are the product of our many years’ experience in catering to the women of Canada.

Are you going to employ this experience to your own advantage ?

IF YOU HAVE NOT YET JOINED THE RANKS OF SATISFIED KINGSBURY RETAILERS DO SO NOW.



Kingsbury Footwear Company

Specialists in Ladies’ Footwear

LIMITED

MONTREAL

We have built our reputation with this brand
YOU CAN DO THE SAME



“MOOSE HEAD BRAND”
 SHOE PACKS, LARRIGANS, SPORTING BOOTS, SUMMER PACKS



Are known to the trade in Canada as the leaders in their line. Wear, style and comfort, as well as popular prices are the chief features of MOOSE HEAD BRAND lines made from our celebrated Oil Tanned Skowhegan Waterproof Leather.

Can you afford to be without them?

Ask your jobber to show you the 1915 line of MOOSE HEAD BRAND; you will be surprised at the number of advantages it has over other outside lines.

John Palmer Company Limited
 Fredericton, N.B.

The Largest and Oldest Manufacturers of Oil Tanned
 Waterproof Footwear in Canada

MADE IN CANADA

Dominion
Calf

FLAWLESS QUALITY
 ALWAYS UNIFORM

Davis Leather Co., Limited
 NEWMARKET ONTARIO



“Out of That Style”
MEANS
Out of a Sale

Thousands of shoe sales—maybe some of yours—are lost every day, because dealers are “out of that style.” Regal Agents never have to say this, for our In-Stock Department carries continuously 35 Fast-Selling Styles ready to ship without an hour’s delay.

This is only one of the proofs of how squarely we stand back of Regal Dealers, giving them the right styles right away, not excuses.

Regal Shoes are made in Canada. We confine them to One Authorized Dealer in a Town. If you are the man, write for our plan.

35 Regal Styles Always In Stock. Shipment goes out the day your order comes in. Simply address

REGAL SHOE CO., LIMITED

In-Stock Department

102 Atlantic Avenue - - Toronto, Ont.



28 "Service" Branches Throughout Canada

Canadian Consolidated Rubber Co. Limited
MONTREAL P.Q.



Now is the time
to show

FLEET FOOT

SHOES
in your window

=====
 This
 Attractive Display
 was furnished
FREE
 with your Placing
 Order
 =====

Now is the time
to show it!



Canadian Consolidated Rubber Co. Limited
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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Retailers Discuss the Merits of Patent Leather Shoes

Symposium of Views on the Matter of Style, Service, Appearance and Rebates — Majority Declare That Shiny Leathers Give Satisfaction and Cause No More Trouble Than Other Kinds—The Cheaper Lines Come in for Some Severe Comment—Public Should Not Expect Any Guarantee—Women Are Greatest Buyers of Patent Shoes as They Like the Neat Dressy Effect.

This is essentially a patent leather season, and more particularly so far as women's shoes are concerned. The shiny leather still continues a decided favorite, on account of its stylish appearance and dressy effect. In the last issue of the SHOE AND LEATHER JOURNAL, an interesting article was re-produced from an exchange, which was read with a great deal of interest.

In summary, it was that the patent leather shoe is "the goose that lays the golden eggs" for the retailer; that it is a well known and accepted fact that patent leather does not wear as long as the dull shoe of equal grade, and it naturally follows, therefore, that the dealer sells more pairs of patent leather than of dulls for the same amount of wearing, which means more business and more profit. Other points emphasized were that the patent footwear was sold for its style value only—the difference in cost being made up to the consumer in the saving of shines; that the best years of the shoe business were those when patent leather shoes were in popular demand; and that people, particularly women, like patent leather shoes, and are generally willing to take any risk on them.

The article also advised that each retailer should have put up in his store a notice to the effect that patent leather cannot be guaranteed against checking or cracking, and the principal reason for this is because such leather must be free from oil in order to retain its lustre. Another suggestion brought out was that general satisfaction would be given if it were emphasized that patent leather shoes were not sold for their wearing qualities, but for their exceptional style value, and that neither the tanner nor the shoe maker, would give any guarantee with patent leather.

Now this is a resume of conditions prevailing in the United States, where, under general circumstances, climatic conditions do not, owing to geographical position, vary so much, perhaps, as in the Dominion.

Some Questions to the Point

To ascertain whether patent leather shoes give satisfaction in the Dominion, the SHOE AND LEATHER JOURNAL invited a large number of representative retailers in the nine provinces of Canada to express their opinions on the subject. These men were asked what proportion of men's and women's shoes sold were patent leather; if such leather gave general

satisfaction; if they had any troubles to adjust or rebates to make; if they told customers that under no circumstances could they guarantee patent leather, satins or suedes; if they ever had any difficulty with manufacturers in the matter of allowances on patent leather boots, etc. It was also suggested that it might be advisable to have signs posted in each store, to the effect that patent leather shoes were sold at the risk of the purchaser or could not be guaranteed—or other announcement of like nature. It was further stated that as the tanner would give no guarantee to the shoe manufacturer, and the shoe manufacturer none to the retailer, why should the latter be expected to guarantee shiny leathers against checking, cracking or peeling.

Better Grade Gives Satisfaction

Out of 75 replies by retailers from Halifax to Vancouver, 66% of them declare that patent leather shoes, as a rule, give satisfaction, especially the better grade, where men's are not sold at less than \$4.00 or women's less than \$3.00 per pair. The remainder of the replies 33 per cent. say they have many troubles to adjust and rebates to make. The 66% affirm that their adjustments are practically no larger than in any other class of shoes, and therefore, not worth while giving serious consideration.

Whether a retailer should have a sign prominently placed in his store, to the effect that patent leather shoes could not under any circumstances be guaranteed, there appears to be diversity of opinion. A slight majority favor having such notice posted up—in fact a number of stores have several of them—but, on the other hand, almost as many dealers were against such a placard, thinking it far better to have a small printed slip placed in every carton to the effect that patent leather boots were disposed of at the buyer's risk, and giving the customer some advice in regard to the care of such leather—not to subject it to extreme changes in temperature, etc.

It is interesting to study the percentages of patent leather shoes sold. The lowest percentage in men's is 5% and the highest recorded by any retailer is 40%, with the average about 10 to 20%.

In the women's, however, there is a different story to tell, as miladi seems to like enamelled surface leathers. The lowest percentage any dealer gave in the letter was

10% and the highest 90%, the average being from 60 to 75%, showing that fully two-thirds of women's shoes sold, particularly those of the better class, are in patent leather. It is interesting to present the views of individual retailers, and it is characteristic that in towns where there are extremes of weather, it has been found that patent leather does not give as general satisfaction as it does in centres where there are no such great variations in temperature.

However, as a whole, the trade seems to pin its faith strongly to patent leather. If good shoes are sold, and not cheap creations, little trouble is encountered. Beyond the occasional defects of workmanship, such as a footwear merchant will meet with in the course of a year in any line, there appears no serious drawback or difficulty in handling shiny shoes. In fact, if it were not for the women's patent leather shoes, over 50% of the trade with miladi would not be done. The average is much higher than this. If patent leather does not crack or peel the first or second time it is worn, it will very probably last a reasonable length of time, and the chances of the shoe going bad on its first introduction to the foot are comparatively small, provided that it is not a cheap, trashy one.

It is not the intention of the SHOE AND LEATHER JOURNAL to go more exhaustively into this subject at the present time, in view of the fact that so many retailers have sent interesting views for the consideration of their brother members throughout the country.

What Certain Firms Write

Here is a copy of a letter recently received by a College Street shoe dealer, Toronto, who returned a patent leather shoe owing to a defect.

"You will appreciate, however, that we do not guarantee patent leather. Some of it runs a little bit light at times in weight, and cold weather is apt to affect it. We cannot guarantee it under any circumstances."

Another manufacturing firm regarding a shoe that was returned by a Toronto retailer doing business on Yonge Street, on which he asked an allowance of \$2.50, said:

"Upon investigation, we find that this is a patent vamp shoe, and you are, no doubt, fully aware of the conditions under which this leather is sold. However, as you feel confident that the consumer had a just cause for complaint, and under the circumstances that the allowance was proper, we have placed the amount to your credit, but would kindly add, that this concession is not to serve you as a criterion for any future happenings. Patent leather may crack, craze, peel or pipe within a few moments after the shoes have been worn, and particularly during the winter season. The enamel is apt to check or even craze or peel, on account of atmospheric changes. The consumer should therefore fully understand the responsibility he or she assumes in buying a pair of patent leather. There is absolutely no guarantee given to the manufacturer and any adjustment that he makes with his customers, by reason of good will, is his loss. Therefore, you will readily understand our position."

An Opinion from the East

W. L. Tuttle, of Halifax:—"About one third of the shoes for women that we sell are patent and in men's about one-tenth. We find that patent leather gives general satisfaction, although we have some troubles to adjust and rebates to make at certain times. We generally tell the customer when purchasing, that under no circumstances can

we guarantee patent leather, satins, suedes, etc. Occasionally, some difficulty crops up between the manufacturers and the retailer, for allowance in patent leather shoes. As the tanner will give no guarantee to the shoe manufacturer and the shoe manufacturer none to the retailer, we do not think the latter should be expected to guarantee shiny leathers against checking, cracking or peeling. The only reason is the retailer is up against the final court, namely, the consumer. We believe that a sign should be posted permanently in each store to the effect that shiny leathers cannot be guaranteed and that the attention of consumers should be drawn to this before such shoes are sold."

Suitable for Indoor Wear

Gross & Dawson, Moncton, N.B.:—"The proportion of patent leather shoes that we sell is not very large and we cannot say that this leather gives general satisfaction. We do not have any troubles to adjust and never guarantee the wear of shiny leathers. We think that customers who buy patent leather shoes generally know that they are only fit for inside wear. The suggestion that each firm should have posted prominently in the store a sign to the effect that we cannot guarantee patent leather shoes is a good one. We discourage the sale of patent leather shoes for they are not intended for our climate, and are only suitable for indoor wear, and if worn outside, should be protected every time, especially in rain and slush."

Hubert Ashplant & Sons, London, Ont.:—"Practically all purchasers of patent leather shoes are aware that the dealer gives no guarantee. When asked by the customer we always tell of that condition. We have half a dozen signs placed prominently throughout our store to the effect that we do not guarantee shiny leathers, and we do not think that the public expect a great deal of wear from such shoes. We have, however, few complaints, when the quantity sold is taken into consideration. On men's, our sales at \$4.00 and up a pair, run 40%, and on women's from \$3.00 and up about 65%. We always tell our customers, if it does not prejudice the immediate sale, that we cannot guarantee patent leather or satins, but it takes tact to do this, and not lose a sale at hand. We never ask manufacturers for any allowances on patent leather shoes. As long as shiny leather is sold for shoes, there will be a certain amount of dissatisfaction, but we find that demands for allowances, etc., on the part of wearers, are growing less each season, not because the shoes wear any better than formerly, but because it is generally known that such shoes are sold at the buyer's risk. At the best, they do not wear very long, and that means more pairs, more sales and more profit. Then why not boost along the sale of patent leather?"

Good Suggestion for a Sign

Abernethy Shoe Co., Kingston, Ont.:—"We never like the words 'cannot' and 'do not' signs around a store, and would suggest that preferably wording of such a notice would be 'patent shoes are sold at buyer's risk.' We think this impresses the most. About 75% of the fine shoes we sell for women are patent and about 10% men's. We find that this leather gives satisfaction only during the warm weather months. We do not have many troubles to adjust or rebates to make, as we absolutely refuse to guarantee such shoes, and sometimes use strong arguments against the sale of them. If we have to make a refund, we are game, and do not ask the manufacturers for an allowance. It is up to the retailers to refuse to guarantee patent leather shoes. People seem to buy them and for that reason, the turnover is very satisfactory."

Practically No Complaints

Wm. Moore, Barrie, Ont.:—"We make allowances in cases where patents go to pieces, if worn only a very short time, but we do not permit this privilege to be abused.



WHEN WILLIE WATCHEM WILTED

The proportion of patent leather shoes that we sell are, women's, 70%; and men's, 20%; and we find that patent gives very good satisfaction in our selections. We have practically no trouble with it, and the wearer generally knows that he or she cannot hold the retailer or the maker of the shoes accountable, for most of the cartons contain a notice that patent leather, satins, etc., are risky, and are not guaranteed by the retailer. We do not trouble the makers for any allowance on patents, if they go bad, but, as stated, we have practically no trouble."

Best Makes Are Satisfactory

Geo. MacVicar, Goderich, Ont.:—"Patent leather shoes seem to afford satisfaction when given a fair chance by the wearer. We have very few rebates to make as we do not guarantee the wear of such leather, and only carry the best makes. We tell a customer, when purchasing, under no circumstances can we guarantee the leather, that is, if we are asked about it. We have never sought any allowances from the manufacturer, unless the shoes have gone very bad. The retailer should not be expected to guarantee shiny leathers, especially when the tanner will give no guarantee to the shoe manufacturer and the latter none to the retailer. We think that manufacturers should only cut such stock as he knows to be good."

Women Like Looks of Patent

H. Megginson, Sault Ste. Marie, Ont.:—"We sell about 5% patents in men's and 60% in women's. You will notice the small per cent. of men's patents compared with the quantity of women's. The men buy more serviceable shoes every time but the women go strong on looks and style. We find that the leather gives general satisfaction as we carry only the better grade, that is men's shoes which sell from \$4.00 up and women's from \$3.00. We have very few complaints to adjust. We impress upon customers that we cannot guarantee patent leather and, while we do this very decidedly, yet they will buy this kind of footwear. We make an occasional allowance where we think the case is justified, but do not look to the manufacturer to give us any rebate as such shoes are not guaranteed by the maker, and they are not responsible. We think the public are getting educated to the fact that shiny leather footgear is not guaranteed by the producer and therefore do not ask the retailer to guarantee it."

Nothing Will Supersede Patent

Yale Shoe Store, Winnipeg, John Affleck, proprietor:—"Patent leather to-day is the best part of our women's department and will continue to be for a long time. Noth-

ing will ever supersede it for fine wear. Trouble arises from abuse of the leather and not from the fact that it is patent. If proper care and good judgment are used the wearer will have very little complaint to make from the use of patent. We have very few grievances, and yet about 65% of our sales to women are patent leather, Stocks must be kept fresh as old stocks give more trouble. We generally tell a customer that we cannot guarantee patent leather, and if a shoe is fitted properly there is generally little cause for trouble. If not a proper fit patents will give poor satisfaction. We do not ask the manufacturer for consideration on patents. When we make allowances to customers it is for goodwill's sake and good policy to do so. It is our experience that troublesome patents arise from two sources, bad fitting being the greater. The manufacturer puts in a poorer grade of stock to use it all up. This is the other cause. These shoes—if sent to the retailer—should be returned to the maker and thus avoid any trouble which is almost sure to arise later on. A sign to the effect of no guarantee on patent leather may serve some good, but if such a notice is up it does not release a dealer who imposes on a customer. Honest dealings and good salesmanship will better serve the purpose."

People Willing to Take Chances

Dillon & Moore, 87 St. Paul St., St. Catharines, Ont.:—"Patent leather shoes are the dealer's hardest proposition at any time, and much has been said pro and con over patent. 50% of our women's and 10% of our men's are patent. We find this leather gives general satisfaction, principally according to the quality and price. We have not many troubles to settle, no more on patent than on other shoes—possibly about one in 20 pairs. Unfortunately at this season as in the past one the stock of patent is inferior to former ones and complaints are about 50% more. The point of not guaranteeing shiny leather under any consideration is invariably impressed upon the patron. With fabrics we are even more careful, restricting use of satin, suede and silk to evening wear alone. We sometimes seek allowances from the manufacturers on patent shoes, but, in making adjustments, we always remember there are three persons to be considered—the manufacturer, the dealer and the buyer. We never make complete replacement unless there is a glaring fault in the making or in the stock itself; otherwise it is an allowance according to the time worn and the conditions of shoes when returned. While a sign regarding not guaranteeing patent leathers may be useful, every carton of ours carries the non-guarantee slip of the National Shoe Manufacturers' Association. People do not believe in

signs and are willing to take a chance at any time. If the shoe wears well it is O K; if not it comes back or the buyer never comes back. The customer's interests must always be first considered to keep old trade and gain new. As to no guarantee being given by either the leather manufacturer or the shoe manufacturer in patents, the retailer should give none either, and yet he is harder placed than either of the former, for he deals directly with the public where opposition is keen."

Thinks Concerted Action Necessary

Zink Shoe Co., Brandon, Man.:—"Patent leather is a continual source of trouble and apparently those who are constant wearers of patent shoes cannot be induced to purchase other leathers instead, so that it seems apparent that some concerted effort on the part of retailers is necessary in order that the losses from such defective material should be borne by those who persist in demanding patent leather shoes. We always tell the customer that we cannot guarantee patent leather, satin and suede as well as silks. To put up a sign that we cannot guarantee patent leather does not satisfy the customer who finds after a few days that she has purchased a defective pair of shoes. About 80% of the shoes we sell to women are patent, but to men the sales are very small. On the whole we do not consider that patent leather gives general satisfaction."

Tell the Customer Candidly

Regal Shoe Store, Winnipeg, W. D. Balfour, manager.—"A retailer under no circumstances should guarantee patent for any length of time against checking or cracking. If he does he will be deluded. We have a sign in the most prominent place in our store and the wording is as follows: 'We use the best patent leather obtainable, but we cannot guarantee its wear for a minute. The tanners themselves will not stand back of it.' If all retail shoe merchants would adopt this and instruct each salesman to tell the customer when purchasing a patent leather shoe that they are not guaranteed they would sell more patents than ever and have less trouble later. We never ask for allowances on patents from the factories, and by telling the customers the truth at the time, if he or she buys patent leather shoes they do not expect a rebate. We find that patent leather shoes give good satisfaction."

Never Claim Any Allowances

Lyon Shoes, Ltd., St. Catherine and Mansfield Sts., Montreal:—"The consumer when buying a patent shoe from Smith the dealer does not want to know anything about who the manufacturer or tanner is. He knows Smith and naturally comes to make his complaint to him, and it is up to Smith to explain the nature of the leather. About 70% of the shoes we sell to women are patent and about 40% represent the range in men's. Patent leather gives satisfaction in a fashion and we have few troubles to attend to. The trade we are handling does not demand a guarantee, never asking for any and we have never claimed any allowances from manufacturers. A sign, 'We cannot guarantee patent leathers' would be very good providing every store had one, but it would mean losing sales once in a while. You must give the people what they want these days. Take, for instance, a woman walks into Smith's store on a cold January day and asks for a patent button boot with a fawn top. If Smith tells her that patent will crack or check owing to cold weather and try to sell her a gun metal shoe instead, nine times out of ten he will lose the sale."

Public Will Buy It Anyhow

W. F. McNeill, Rossland, B.C.:—"It is universally understood that all enamelled surfaces are liable to crack more or less under weather conditions but in case there is a real defect, why we make it good. A very common reason

for buying patent leather shoes is that while they will not last very long, they look well while they last, and require less attention. This offsets in the minds of a great many ladies the shorter period of wear. It seems to us that to call attention to the uncertain nature of patent leather is only to invite criticism and complaint. The public will buy it anyhow and their judgment should tell them that it is uncertain and that it depends upon the care they give the shoe how long it will keep its looks. We think if an average was taken patent colt skin in fine shoes will show every wearer as satisfactory results as any other leather, with a much longer period to its credit for retaining its appearance. The public generally understand that patent leather is not guaranteed against checking or cracking and we always tell the people so. Three-fourths if not more of our trade in women's shoes is in patents and in men's it is about one-third. We find that patent leather gives satisfaction and we have very little trouble in the matter of rebates or adjustments. We never have any difficulties with manufacturers over allowances. We make good any real defect in leather breaking, but not when it checks or peels. Manufacturers generally replace all lines breaking through as they recognize that the leather and not the enamel is at fault."

Gives General Satisfaction

Porter & Robbins, Yarmouth, N.S.:—"We find the public pretty well educated regarding patent stock. Occasionally we find a pair that checks or surface cracks. We explain the same and dress the shoes over with a patent polish, sending the customer away satisfied and rarely have we any further complaint. We find that patent colt gives satisfaction and we have no more rebates to make on shiny leathers than on the regular chrome tan leathers. Any claim which we think just is always unhesitatingly allowed by the manufacturers, but in the course of a year's business we have very few to make—not over a dozen at the outside. To have a sign up such as has been suggested is not a bad idea, but there might be a feeling of distrust in the satisfaction that the customer might otherwise have if nothing was said or brought to her attention. 50% of the shoes we sell in women's are patent and 25% men's. Sometimes it is advisable to make good where the shoes are plainly seen to have had very little wear. The dealer must use his own judgment in this matter."

Talk Style and Not Wear

Milton Cumming, Preston, Ont.:—"Patent leather will always sell until something new comes in to take its place, especially for women. About 25% of the men's shoes that we sell and about 75% of the women's are patent leather. We do not find that it gives general satisfaction and have some trouble, both with customers and in getting allowances from manufacturers. We think that a sign in the store should read, 'No reliable merchant will guarantee patent leather.' It is not always easy to tell a customer that shiny leathers will not wear, and if you don't let people believe they will, they will walk out and go some other place. In selling patent leather shoes, we talk style and appearance more than wear, and if asked if we guarantee such shoes, we promptly tell them no."

Shaw & Reid, Webb, Sask.:—"We find that patent leather gives good satisfaction and we have no trouble in handling this kind of shoes. We try to buy the best grades in patent and find them absolutely satisfactory."

F. X. LaSalle & Fils, Limited, 341-349 Rachel St. E., Montreal:—"We have a notice put in each carton that we do not guarantee patent leather, and we have no trouble as a rule for the simple reason that we do not guarantee such shoes. We take very few back from our customers, and, therefore, do not have to make claims for allowances

(Continued on page 38)

The Shoes That Are Likely to Sell Best This Fall

Leading Authority Says That in Women's, Button Will Be About Eighty Per Cent.—Colored Top Big Factor With Eight Inch Height—Will Tans Come in Again—Cloth Tops in Men's Footwear Growing More Popular—What Leading Firms are Offering

"Yes, the shoe dealer may unhesitatingly purchase his fall footwear in accordance with the style trend as defined by us," says the Shoe Section of the Dry Goods Economist.

It is interesting to learn from the columns of the leading dry goods publication what its estimates and views are on fall business. In men's footwear, twenty-five per cent. will be done on novelties and seventy-five per cent. on staples. In women's high-grade shoes the proportion is sixty on novelties and forty on staples. In women's medium-grade these figures are reversed, forty novelties and sixty staples

More Cloth Tops for Men

Reviewing the fall style trend for men the Economist says in part:—

Manufacturers first began to use cloth in their toppings because of the growing scarcity of leather. Then came the vogue for men's cloth-top shoes, and all indications to-day point toward an increasing use of cloth for toppings.

In making his fall purchases, the retailer must remember that cloth-top shoes for men are sold largely from a novelty standpoint and that despite the growing tendency on the part of men to regard novelty shoes with greater favor, purchases must be made according to the development of this demand in the retailer's own community.

A Standard Dress Shoe

It is suggested that all retailers of men's shoes might establish with their trade what is known as a standard dress shoe, viz., a black cloth-top button boot, with plain toe and shiny leather vamp. This boot should be kept in stock in a range of sizes and pushed as a full-dress shoe.

Retailers are also familiar with the changes in styles in men's clothing, as shown in the style charts issued by the men's tailors at the beginning of each season. For example, at the present time the tendency for fall in materials for men's overcoats is toward plaids and checks, which will be used in browns, greens, blues, greys and the like, in two and three color blendings, for the purpose of "snapping up" the pattern.

Those who are guided in their purchases of all kinds of merchandise by the influence of fashion thereon are coming to believe that men's footwear will be more and more affected by the style and colors to be worn in men's clothing.

Cloth Tops Grow in Favor

The soundness of this view is attested by the fact that cloth tops in men's shoes are coming more and more into popular favor in the medium as well as in the higher grades. It may be said further that colored cloth tops are growing in favor with men who are accustomed to wear novelty shoes. And just as the average woman is coming more and more to feel that she will be out of style unless she wears footwear with colored tops, so the average man is forgetting any prejudice he may have had against colored tops. Retailers, in consequence, are finding an increasing sale of novelty footwear for men.

Trend in Women's Shoes

Referring to the trend, here are some of the rather positive observations made by the same authority:—

With authentic style trend information in advance of his buying, the retailer may with safety purchase any number of individual styles of shoes. Just as the garment manufacturer may produce many different styles of suits or dresses,

all of which are within the season's style trend, so there may be any number of different shoe styles, all of which are within, or conform to, the season's shoe style trend.

The materials to be used should not be considered as an absolutely vital element in determining the style trend for the coming season. It is a matter of choice with every buyer or retailer whether he purchases buck, cloth, kid or suede. He should, however, give careful consideration to the colors in garments and dresses that will be worn during the fall and should purchase shoes with toppings in materials that will best carry the colors that will harmonize or contrast with the garment colors. For example, a cloth topping may better carry the soldat blue or the haze green color than would a kid or buck leather topping.

Side Lace Boot a Novelty

From a high-grade and novelty standpoint, a considerable quantity of the side-lace boots have been sold; but this style of boot should be considered only from a strictly novelty standpoint. The principal reason why the side-lace boot has met with favor in the higher-priced shoes is because of high-class workmanship and the beautiful kid leathers used. Retailers, who feel that there will be a demand for the side-lace boot in their section should buy it, remembering, however, that if this pattern does not sell it will make the most excellent shelf-warmer and bargain counter special.

At this time all indications point toward the increased use of Russia tan leather in medium shades which will be



W. GEORGE BORLAND

WHO NOW REPRESENTS JACKSON & SAVAGE,
MONTREAL, IN ONTARIO, AND HAS
OPENED SAMPLE ROOMS AT
146 WELLINGTON ST.
W., TORONTO

made up to harmonize with the new fall colors in shoe topplings. It is entirely up to the buyer to decide upon the proportion of patent, dull, kid or Russia color leathers in his fall and winter purchases.

From a demand standpoint, the indications now are that the supply of imported kid leather may be limited and, consequently, the finer cloths which will best take the new fall colors will find favor as a topping for fall and winter shoes.

There will be a good showing of tans in women's better grades for fall. There will also be a good quantity of

He Likes the Selling Game

His hobby is selling shoes and he has been in the game for fifteen years. A Kingston boy, born, bred and educated, Stuart J. Anderson, secured his first job, after leaving school, with the historic shoe house of J. H. Sutherland & Bro., in the Limestone City, where he remained three years. Next he spent a year in Ottawa in the service of Robert Mason and then traveled to Chicago where he was with Streeter Bros., the widely known State Street shoe house. After spending eight years in Detroit, Mr. Anderson returned to Kingston and took a position on the road with the Midland Shoe Co., covering eastern Ontario as far as Montreal and building up a strong connection by his obliging manner and genial disposition. Two years ago he joined the selling staff of Getty & Scott, Limited, and was assigned the



Georgian Bay district and northwestern Ontario. He also assisted William Chamberlain, sales manager, in looking after the Toronto city trade. Recently Mr. Anderson received a well deserved promotion and now supervises the big cities and larger towns in the western part of Ontario in place of Mr. Chamberlain, who is devoting his entire attention and energies to management and production in the firm's busy factories in Galt, owing to the elevation of Mr. Scott, president of the company, to a seat in the Canadian House of Commons. Mr. Anderson is well and worthily upholding the record of the famous Classic brand of footwear and is meeting with splendid success. Fond of all kinds of athletic sports he generally spends his annual vacation at Stella Point, Bay of Quinte, where he has more than a local reputation as a successful angler. Mr. Anderson is a brother-in-law of James T. Sutherland, of Kingston, the widely known eastern Ontario representative of the Cook-Fitzgerald Co., who also makes his home at the same popular resort in "the good old summer time."

tan shoes sold, both in men's and women's, in the medium shades of tan—neither too light nor too dark, but such as will harmonize with the general color scheme in garments. The sale of both men's and women's tan shoes for fall may develop to a surprising degree.

Bronze will be good in women's high-grade shoes and will harmonize with many of the fall colors forecast for dress goods and garments.

After a very careful analysis of the retailers' estimates which were made in the form of percentages and a general survey of the stocks in the shoe stores throughout the country to-day, the opinion seems to prevail that retailers will sell for fall and winter about 80 per cent. button patterns. The reasons advanced by leading retailers for this opinion are as follows:

First, the purchase of 80 per cent. button patterns will conserve the 80 to 95 per cent. button stocks of fall shoes now on the retailers' shelves. The retailer who has studied the situation feels that the lace shoe has been sold largely from a novelty standpoint and that he should not sacrifice his perfectly good button stocks by purchasing more than 20 or 25 per cent. of the lace patterns for the fall season. Therefore, by confining his purchases very largely to the button patterns the retailer is protecting his button stock for fall now on hand.

At the same time the retailer who has studied the tendencies of the trade in his territory and who feels that lace boots will be in demand this fall should not hesitate to buy them, but in small quantities and in about the proportions given, viz., 80 per cent. button patterns to 20 per cent. lace patterns.

Many retailers are of the opinion that their best course is to feel their way on the lace boot and see what demand develops next fall. The belief is growing that the lace boot has reached the zenith of its popularity, and that from now on the demand will decrease. Consequently, if a stronger demand than is now anticipated develops for the lace pattern, retailers should buy them in quantities to meet the demand.

One of the strongest determining features in the fall style trend in women's shoes is the height. In the first place, the height of women's shoes is practically determined by the height of the skirt from the ground. The short skirt will continue in vogue throughout the coming fall and winter. In the better grades, therefore, the proper height will be approximately an eight-inch top, while in the low grades tops will range from seven to nine inches, depending on the skirt length that will be in vogue in different communities.

It must be remembered also that some regular heights, ranging from six and one-half to seven inches, in the better and in the medium grades will be sold in the big cities, as well as in the smaller towns, where extreme fashions are not so strongly considered and followed by the average consumer.

In the high-style shoe for fall the top approximating eight inches will be favored, and it is predicted that this height will be adopted by fashionable dressers. The eight-inch top in the high-style shoes for fall is the newest development.

Inasmuch as the woman to-day is buying shoes from a style, rather than from a wear standpoint, it is safe to predict that tops with colors which harmonize or contrast with the colors which will prevail in the materials from which suits and dresses will be made will be the vogue for the coming season.

On account of the shortness of the skirt, the foot will be more prominent, and women will select materials and colors in toppings that will make their footwear look as attractive as their headwear.

Will the Perfect, Ideal Shoe Come in Five Years' Time?

There Will Be Improved Mechanical and Marketing Facilities—Fewer Styles and Less Sudden Changes in Nineteen-Twenty—Severe Test of Good Fitting Must be Withstood—The Benefit of Efficiency

In treating with this subject we first ask ourselves, "Will 1920 see the perfect or ideal shoe?" To this we may safely answer, "No." We may well expect that it will find us a step nearer—yes, even rapid strides forward may take place within that time. But when we remember that the "ideal" is that which we strive for yet never actually attain, since by our very efforts we raise our ideals to an ever higher level in proportion as we seemingly attain them, we can well foresee that our conception of the perfect shoe in the year 1920 will be much more clearly defined than it is to-day, says Warren A. Bates, of Weymouth, Mass.

Quite likely 1920 will see an improved edge-trimming machine which can operate way down the edge to the heel, taking care of the little space technically known as the "joints," the space where we will all agree there could be more uniform improvement, however skilled the workman, as he now does the operation by hand, may be.

Improvement in Lasting

Perhaps 1920 will witness a change in that very important branch of shoemaking known as lasting, whereby the shoe upper may better withstand the pulling and stretching and tacking to which it is now necessarily subjected as it takes its final shape over the last, and still come out in better condition and more able to pass the test of the scrutinizing eye of the most experienced shoe merchants.

Thus I might go on mentioning many more cases, but the important thing for us to remember to-day is let us find out where improvements are wanted. They are certainly lying about us. The foreman must, of course, notice evidences of deficient details forming a part of the made-up shoe as he performs his daily duties, and however slight and unworthy of attention they may seemingly be, the fine shoe of 1920 will certainly demand them.

One thing is sure: The machine-made shoe is not only here; it is here to stay, and any thought of the future in regard to any change that can be advantageously brought about must concern itself with the mechanical side. May we not reasonably expect that American enterprise, so aggressive and proficient in the past, will produce still further changes for the better in machinery in the future? Most certainly we may. It is bound to come.

The last ten years have witnessed a great change in the matter of increasing the efficiency of the individual, whatever the kind of employment. Thus, the same test of increased efficiency we have a right to apply to machines. This is the basis of likely changes in machinery, looking to more work, and better work per machine in a given space of time and at so much expense.

Changes in Methods

Coincident with mechanical changes it is altogether likely that there will be changes in the methods of handling fine shoes of 1920, both in the process of manufacture and in the distribution of the product. Recent facilities of transportation make the problem of getting the shoe from the factory to the wearer much easier, and we may well expect to see further advance in that direction follow during the next few years.

It would seem that there is becoming more and more a tendency toward more rational styles. So much expense is now involved in the preparation and designing of styles and patterns of so many kinds that even now the wise manu-

facturers and merchants are considering this fact—the problem of eliminating waste.

We may reasonably believe that in this feature alone 1920 will witness a considerable advance. There will be fewer styles and less sudden changes. The standard will be more along the line of simplicity, which is really a salient feature that the buying public will more readily appreciate, in any fine shoe worthy of the name, than they do now.

Fit Will Be Chief Factor

In this connection more and more emphasis should be placed upon the perfection of fit as of superior importance to that of style alone. No style can or ever will be worthy of consideration that does not first of all meet the severe test of good fitting.

No man can predict just what style or styles will be in the public favor five years hence. But, on the other hand, no style six years from now will be found on the shelves of the retail store at the sacrifice of the good fitter.

Modern methods of shoe merchandising teach us that satisfaction to the customer must be considered, for it is becoming well known that a satisfied customer will make a permanent patron for the house where he is satisfied, and a good fitting shoe is "half the story" when securing satisfaction.

Efficient Methods to the Front

While the question of methods of merchandising may not be included in this subject, yet it certainly has bearing



J. M. S. CARROLL

DIVISION MANAGER, CANADIAN CONSOLIDATED RUBBER CO. LIMITED, WHO HAS BEEN ELECTED A DIRECTOR OF THE CANADIAN RUBBER CO. OF MONTREAL, LIMITED, AND HAS BEEN IN THE SERVICE OF THE COMPANY ELEVEN YEARS.



G. G. PARKER, MONTREAL
WHO IS NOW REPRESENTING THE BOSTON LAST
CO. OF RICHMOND, QUE., AND IS MEET-
ING WITH SPLENDID SUCCESS.

on the fine shoe of 1920. Manufacturers will seek to cut down the cost of selling; stores will be run better and on a sounder basis of money making. Just as the watchword of to-day, "Efficiency," is having its effect within the doors of the manufacturing industrial plants, as shown by more and better work turned out, all waste and lost motion eliminated, and less real effort expended, just so are the same efficient methods being extended to cover the vast field of handling and merchandising the manufactured product.

And in this forward march of efficiency the shoe industry is among the leaders, and it is a reasonable prediction that the fine shoe of 1920 will show by its quality the beneficial results so obtained.

In touching on the matter of materials we are confronted even to-day by the problem to be solved due to the scarcity of leather. When we realize that the population has been increased regularly at the rate of twenty per cent since 1900, and yet during the same time the cattle supply has decreased twenty per cent, we are at a loss, it would seem, to explain the solution of the problem, and wonder what the intervening years up to 1920 will bring forth in the matter of substitutes. Here we ask the question, "Just what do we mean when we speak of substitutes?" Something used in the place of something else, and it would follow, then, that when a thing becomes common it is no longer a substitute. I presume rubber soles and heels on shoes were considered a substitute not many years ago, but rubber-soled shoes were worn on a good percentage of this summer season's footwear, and no one would really call them a substitute nowadays.

It is likely to be just the same in many cases to come in the future, and so, even if the vast uninhabited territory of the Western and Southwestern part of our own country alone fails to be developed more and more by the cattle ranchmen, thus increasing the cattle production, and that

in turn easing up to some extent the future of the leather market, it is altogether likely that the fine shoe of 1920 will have incorporated in its make-up those so-called "substitutes" which have successfully passed the severe test of public favor.

Thus, in closing I would say that altogether it seems as if the future held forth the most abundant and optimistic reasons for continued growth and prosperity.

Use of Side Leathers in Uppers

Side leather has been regarded as a very satisfactory material for the uppers of shoes for some purposes, but there is some indication that in the present leather market, possibly through force of circumstances, some manufacturers are being influenced to use grades of side leather that may be a reproach to the manufacturer and a means of creating public prejudice against the use of side leather in general, says the Superintendent and Foreman.

For shoes for heavy wear, plump and well selected side leathers are very satisfactory, indeed, provided they are in good condition, which implies good substance and weight, a fairly good condition of the grain and enough of the flesh to give strength. Just by way of showing what ought not to be done in this direction, the writer will mention that a few days ago a pair of shoes was called to his attention which cost \$4.50 at retail. They were supposed to be made of box calf side leather, but the stock was very poor. On the vamp of one shoe was a large snuffed place that had been snuffed clear through the grain and which, immediately the shoes were worn, showed its character very plainly by the finish breaking up and giving the large snuffed spot a cracked appearance.

On the vamp of the other shoe was a very thin place where the flesh came very close to the grain, and this broke very soon after the shoes were worn.

Here was a pair of shoes for which the wearer paid \$4.50 and which should have been very good value. The soles were perfectly good, but the uppers had all gone to pieces.

The trouble with these shoes was not that the uppers were made of side leather, but that the uppers were made of poor side leather.

Some time ago I noticed an advertisement of a substitute for leather the base of which was a fabric. The advertisement started out with the question—"How many hides has a cow?"—the idea being to call attention to the fact that in making heavy hides into upper leather a number of splits are made, and to call the attention to the weakness of some or several of these splits, and also by comparison calling attention to the relative strength of the substitute.

Certainly the shoes mentioned in this article would go far toward substantiating the claims and the argument as stated in the advertisement referred to.

It is difficult to understand by what process of reasoning a policy of this kind can be figured out for the benefit of any shoe manufacturing business.

It may be granted that in a time of extraordinary short supply of good leather, accompanied, of course, by constantly rising prices, shoe buyers in seeking to hold shoes down as closely as possible to normal prices, might be inclined to accept inferior qualities, but this argument can hardly be carried to the extent of using such poor material in four and five dollar shoes. Even when side leather has the full grain on it, it needs considerable substance underneath to give it strength and wearing qualities; but, when the grain has been buffed through in order to remove defects, it cannot give satisfactory service in shoes calculated in price and appearance to appeal to those who are willing to pay four dollars or more for a pair of shoes.

How Frequent Style Changes Add to Cost of Shoes

Owing to Millinery Tendencies, Manufacturers Have to Make More Samples, Buy Numerous Patterns and Run Plant Irregularly—Small Lots Cost Big Money and Dealers Themselves Return Merchandise Too Freely—Way Expenses Climb Up.

The present era of style has brought about a radical change, with the result that shoes cost more. There is a large added expense for lasts and patterns; larger investments are required; more shoes are returned—therefore the manufacturer's losses are greater. Ultimately this all leads to one point—increased cost of living.

Up to six years ago the concern I represent used to make a line of samples twice a year. When finished, if satisfactory to the trade in New York, they were good all over the United States, and that ended it for the season. For the last few years, being national manufacturers, we have been making each season a different line of samples for several localities. New York no longer seems to control the trend of style, and it would seem as though some styles had been coming from Japan and China. What seems desirable in the Middle West is not always desirable in the East. In addition to that we are confronted with the problem of making samples all the time. Our pattern room never catches up—last factories are kept busy—and whereas five years ago our expense for lasts and patterns was equivalent to 3½ cents per pair, in 1914 this had increased to 6½ cents a pair, and this must necessarily be added to the cost. It is no longer staple, but to a large extent a millinery proposition—being conducted by both manufacturer and retailer on the basis of a brown sugar profit.

Only Ten Cents Pair Profit

One doesn't have to go back very far to the time when they made French kid boots at \$1.00 a pair profit; and the reason they didn't make more of them was due to lack of capital, etc. Such a thing as \$1.00 a pair profit in the manufacturing business to-day is unheard of. It seems almost like a dream. I know that the average percentage of profit for fourteen of the largest reputable shoe manufacturing concerns of the East in 1913 was only about 4 per cent. Considering that their shoes average \$2.50 a pair, it means

only 10 cents a pair to the manufacturer. Some of our friends have an idea that the manufacturer makes a much larger profit—but many of them make a lot of shoes for even less profit per pair than 10 cents.

In these days of rapidly changing styles we have drifted into a millinery proposition. A certain amount of change is wise and necessary, but at the present time I believe we are having an excess amount of it.

Watch your sizes—why not figure every pair as so many dollars—and do what you can to get those dollars off the shelf and into your cash box! Classify your stock—take off a composite size sheet occasionally. Find out how many pairs of slow selling or undesirable sizes you own and how many you actually need for six months, and don't buy any more of such sizes until you unload. Why purchase 12 pair of 3½ B or 6½ C, when you only sell six pair of those sizes in six months? Watch your sizes—that's what supplies your bargain tables.

Some Advice on Purchasing

At present some merchants are in doubt as to the advisability of purchasing their goods as far ahead as they have been. They say the manufacturer can no longer expect to obtain orders in advance as formerly. In a way, I think the manufacturer would welcome such a state of affairs, because it would furnish him with more of a continuous flow of orders than he has been receiving. It would lessen his investment, enable him to adjust his factory on the basis of continuous effort, cut out some of the enormous expense he is under—and, primarily, the expense of getting his factory under headway after it has slacked off because of scarcity of orders.

But when you reach a point where you delay placing orders for spring and fall, then you must take into consideration the question of deliveries and realize that factories do not exist that can make you all the merchandise you want

Artistic Shoe Repairing

THERE are as many grades of shoe repairing as there are grades of shoes. To those who wear the better class of footwear we offer you a service not equalled in Canada or surpassed anywhere.

Remember this when next you need shoe repairing.

Burnill Shoe Store and Repairing Works

75 Queen Street East, Toronto

Phone Main 5738



HOW ENTERPRISING SHOE REPAIRER OF TORONTO ADVERTISES BY MEANS OF BLOTTERS.

on short notice and ship it quickly. You will no longer be in a position where you can order your merchandise to be shipped within a period of say six weeks in the spring or fall, and feel sure you will get the goods. As it is now, from the time the salesmen start in September until they finish at Christmas, and again in March until July, every retailer from Maine to California and Winnipeg to Houston, says February 1st to March 15th for spring, and August 1st to September 15th for fall, as the time he wants all his shoes shipped. The manufacturer, if he can raise the money, must start to make them as he is confronted with the problem of delivering the great bulk of his merchandise twice a year within six weeks.

If shoe factories are to be placed in a position where—because of continuous changes of styles—they can only operate a few months at a time, twice a year, you must be prepared to pay more for your merchandise, for in the meantime the overhead of the factory and the added cost for labor, in order to make a good fair job for the operatives per annum, will be added to the cost of shoes. You can't have your cake and eat it too.

The Great Number of Patterns

Take the question of patterns as applied to new styles. It requires 90 pairs of patterns, one pair to a set, six widths. There are, in a woman's ordinary $\frac{3}{4}$ seamless button boot, about 11 pieces to the pair—which means that 990 pieces are needed to give you one set on any one style. It isn't so much the expense of 990 pieces as that you cannot turn them out at a moment's notice. The greater part of the expense comes in getting the sample pattern or model drafted up, the lines and measurements right, and the pattern made so that it will fit the last economically and well. All this takes time and money, because these trials, to be properly made, should be tested—the shoes fitted on someone's foot to be sure they are O K, and changed if necessary. No manufacturer takes a chance nowadays unless he has first tried out the fitting qualities of his lasts and patterns. After this is done, he has the patterns made. In the meantime your order is being held up waiting for the tools to work with. This is far more necessary to do, consumes more time, and money, than formerly. With fabrics of all kinds,

and so many women's shoes being made from a "novelty" point of view, the consumption of time is far greater than you realize, and the various unexpected delays in getting materials, etc., more numerous than they were.

Breeder of Small Lots

In addition, it costs more money to manufacture these shoes, because your employees cannot turn out in the same given space or number of hours per day as many pairs of novelties as they can of more staple goods. The millinery proposition is a breeder of small lots—a few pair of a kind on a width—which are always more expensive to manufacture than the larger lots. All this adds to the cost, and will, eventually be figured in, although I doubt very much if many manufacturers figured the last season as much as they ought to have for the extra cost of making fancy shoes.

Every factory, as an illustration, in the fitting room, has a few operatives who can stitch and do almost anything, but no factory has in its stitching room a sufficient number of such operatives to turn out large quantities of fancy things. They haven't been trained to do it. They are not broken in. What they might be doing to-day, three months from now will be out of use, and they either quit or shift to some other line of work.

It is the changes going on, particularly in stitching rooms, which are slowly but surely adding to the cost of manufacturing shoes. Every season you turn your stitching room over completely, upset the thing, and start over again. There are many operations entering into the making of boots which do not appear when making low-cuts, and vice versa. The problem is to have your stitching room so well balanced that you can take a reasonable amount and put them through without blocking your room all up. The manufacturer has very little to say about this, in that he has no control over what you, as retailers, will buy—as to style of patterns, etc. You may buy fifty times as much of some one thing as of another. Perhaps no one can explain the reason why you do it—but the manufacturer finds it out when it gets to him, and he has to struggle with the problem.

Too Many Returned Goods

One of your troubles is brought about by cut price sales and sample shoe stores, some of which the retailers are responsible for. Some dealers buy more goods than they are justified in buying at a time, and for one reason or another return merchandise too freely, which is unfair to the manufacturer, and causes him a great loss, as he must dispose of same to somebody. Nobody ever heard of a dealer paying 100 cents on the dollar for floor goods; he would be examined as to his sanity if he did. He expects to buy floor goods at a cut price, saying to himself, "He has them to sell—why pay much for them," and as the manufacturer has no other way out, he sells them, takes the loss, keeps the job lot sales supplied, and hurts you. Sooner or later he is bound to recognize this item and charge it to expense of operating. The return of considerable of this merchandise is unfair and unprofitable. Almost every dealer could sell it, if so disposed, at a fair retail profit instead of throwing it back on the hands of the manufacturer.

Prices Will Still Go Up

The tendency of the times is surely indicative that the price of shoes will advance. There was over three million dollars' worth of leather shipped from Boston to foreign countries in last November alone, as against three hundred thousand a year ago. Foreign orders received for men's footwear are consuming large quantities of materials, which will have a sympathetic effect, and prices will undoubtedly continue to advance in increasing ratio.—William L. Ratcliffe, president of Thomas G. Plant Co., before Rochester Retail Shoe Dealers' Association.



GEORGE F. HENNESSEY

OF THE TRAVELING STAFF OF UNITED SHOE MACHINERY CO., TORONTO, WHO HAS TAKEN UP HIS RESIDENCE IN BERLIN, ONT.

Bright Window Display Suggestions for Empire Day

By GEORGE BIRCH

"Taking time by the forelock" is a wise motto in preparing for special holiday window trims. Empire Day, especially the coming one, offers itself for extra effort on the part of shoemen. Empire Day—is it not worthy, during this, the greatest war the world has even known, to signalize the part the British Empire is playing in it. From all parts of the globe the motherland is calling her sons and they go. This should be Empire Day indeed. The first consideration should be an appropriate background and neat display of the Empire's emblems. Flags, red, white and blue ribbons, pic-

boxes used for packing will be found useful in making backgrounds after being covered by stout paper and painted or treated with Alabastine, which may be obtained in any color.

Sketch No. 2 imitates the deck of a battleship with painted scene for background. The ribbons from the fighting tops on the two masts may be attached to shoes in the foreground. Here could be shown a picture of Admiral Jellicoe or some other prominent admiral, with such wording on showcards as "Efficiency," "Ruling Fashions in Footwear," "The High-water Mark in Footwear Pre-eminence," "Ruling the Waves of Footwear Fashions, etc." Another idea for the trimmer who desires something novel and out of the ordinary would be to leave out the masts and follow the background with a window bottom of the same color, blue and green waves, with dashes of white to imitate foam. Place shoe boxes at intervals and spread cloth to form waves, displaying your goods on the waves accordingly. Or you may go one better and place an imitation fort in the centre with shoes displayed on it.

There are scores of ways to make Empire Day a great one for the live shoeman, and patriotic window trims lead the march.

Eastern Merchants Get Together

The first annual provincial convention of the New Brunswick Retail Merchants' Association held in St. John recently, proved successful beyond the most cheerful anticipations of even its most optimistic members. It was largely attended; many matters of interest to the retail trade in general were dealt with; addresses on important matters were given; officers were elected; pleasure was had in co-operation and in meeting with one other; and the members returned to their homes in widely scattered parts of the province feeling elated with the success of the organization movement as well as being cheered by the knowledge that by their being banded together the best interests of the retail business were being promoted and protected. From start to finish it was a whirlwind convention. System was imprinted largely on every scheduled event and the meetings were carried through with precision and satisfaction, every member being given the privilege of expressing himself on questions pertaining to the retail trade, and almost all availing themselves of the opportunity.

The election of officers resulted as follows: A. O. Skinner, St. John, president; A. E. Murray, Fredericton, first vice-president; Dr. E. O. Steeves, Moncton, second vice-president; Wm. Hawker, St. John, treasurer; and N. C. Cameron, St. John, secretary. It was decided to hold the next convention in Fredericton.

E. M. Trowern, secretary of the Dominion Board, Toronto, who was one of the speakers, expressed the hope that the delegates would profit by the discussions and various matters to be dealt with. A. E. Murray, Fredericton, gave an address touching upon different items of importance to the retail trade, advocating among other causes, the support of retail dealers to local purchase of goods as much as possible.

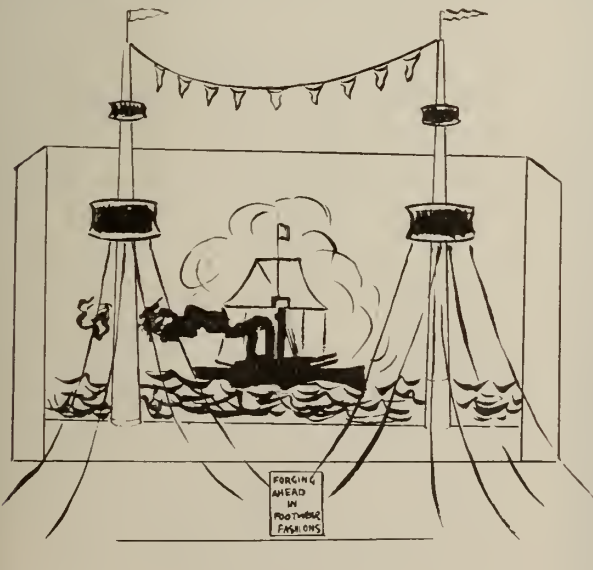
Various resolutions were passed, among them being:—

To support the purchase of goods "Made in Canada" which would bear a profit, now denied by the retailers who handle Canadian made goods, providing that manufac-



No. 1

tures of prominent leaders conducting the war, giving of course preference to pictures of Queen Victoria and King George. It is difficult to formulate a scheme or idea to suit



No. 2

every window, but the accompanying sketches afford a general idea upon which to work.

Sketch No. 1 does not need much describing in detail. The flags are secured to the central pillar. The cardboard

turers do not allow the goods to be used for price cutting by others on lines not made in Canada.

To prohibit smuggling of goods across borders into Canada.

To provide, if possible, for taxation on mail order firms so as to equalize the taxation paid by retailers.

To provide for easier collection of small accounts.

To abolish all lottery and guessing competitions, to include all premium manufacturers' products.

That the system adopted by some merchants in advertising a well known range of goods at low cost in order to induce customers to purchase their own line of goods, out of which they make a large profit, is not in the best interests of the retail merchandising, and is deceptive to the general public.

One of the most interesting resolutions adopted had to do with the "Made in Canada" campaign. It was aimed against the catalog houses, charging that manufacturers were marketing their goods direct to these sources so that the catalog houses were enabled to sell to the consumer at prices the retailer had to pay the jobber. The resolution described it as an unfair and unjust discrimination of the sort which forces the retailer to import foreign made goods to compete, but the retailers were desirous of co-operating in everything which will advance the interests of the Dominion in trade and commerce, and the convention therefore resolved "that this Association appeal to the manufacturers to desist from a policy that must be injurious to

the spirit of loyalty, co-operation and prosperity, and that a copy of this resolution be sent to the secretary of the Manufacturers' Association."

"The net result of this convention," said Mr. Trowern of Toronto, in the concluding hours of the gathering "has been that the retail merchants of the province have got together, that they ought to stand together, and that they have many interests in common. They will then be able soon to teach the buyer, that the proper person to undertake merchandising is the trained man who realizes what it is he is selling to them. The retailer knows that if he does not give standard goods he will be the one to suffer in the end."

Death of Leading Citizen

In the last edition of SHOE AND LEATHER JOURNAL brief reference was made to the death of Andrew A. Voelker, assistant manager of the Merchants' Rubber Co., Berlin, Ont., who passed away very suddenly. Mr. Voelker was in the 57th year of his age. For twelve years he was employed by the Breithaupt Leather Co., and in 1903, accepted the position of secretary of the Williams Shoe, Brampton, where he remained for some time. Returning to Berlin he became secretary of the Berlin Rubber Co. A few years later he assisted in the organization of the Kaufman Rubber Co. and became manager, remaining two years with this firm. His last position was with the Merchants Rubber Co.



Military Shoeman at the Front

Lieut.-Col. Albert E. Massie, district manager of the St. John, N.B., division of the Canadian Consolidated Rubber Co., is the officer commanding the divisional train of the Second Canadian Contingent and sailed for the front a few days ago. Speaking of him the "Dominion" in a recent issue says:—

"He has been associated with the boot, shoe and rubber trade for some thirty years, first in the retail business at Fredericton. Then, twenty-three years ago, he started on the road, representing in the Maritimes, the well-known firm of Ames-Holden, of Montreal, who, at that time, sold the entire output of the Granby Rubber Co. In 1900, he became identified with the well-known house of James McCready & Co., boot and shoe manufacturers, and continued to handle this line up to the time of the amalgamation of the various rubber companies, when arrangements were arrived at, whereby he was appointed district manager for the Canadian Consolidated Rubber Co., Limited, for the Maritimes and Newfoundland, with divisional office and warehouse at St. John, N.B.

"Mr. Massie has had twenty-five years' association with the Militia of Canada, starting as a bugler. He organized No. 7 Company, Canadian Army Service Corps in 1903. He received the rank of Lieut.-Col. in 1913, and was appointed officer commanding Divisional Train of the 6th Military District. Until very recently, he kept up his rifle shooting and religiously attended the Ottawa and Provincial meets. He has carried off several grand aggregate prizes, including the Prince of Wales Silver Medal and Cup, and the Lord Aberdeen, Governor-General of Canada, Bronze Medal. Mr. Massie has always been an ardent curler. He is a member of the Council of the Board of Trade and has taken an active part at all times in connection with the betterment of civic government in the city where he resides, namely, St. John, N.B., the winter port of Canada."

Newsy Briefs From Winnipeg

Jas. P. Kilgour, vice-president of the Kilgour, Rimer Co., just returned from a western trip as far as Vancouver, where he was looking over the trade for fall. He intends to repeat all the previous year's business, even though there is somewhat of a dullness in general trade. Two years ago "Jimmy" toured the west by auto, and is thoroughly at home



on the prairie. In the accompanying illustration he is seen standing by his large "pathfinder," eating a big juicy water melon.

Retail business has been very good here during the past month, owing to the fine weather.

J. G. McDiarmid, the popular western representative of Cook-Fitzgerald Co., London, was in Winnipeg recently on his way east.

L. Godbolt, who represents J. & T. Bell, Limited, Montreal, from Winnipeg to the coast, left last week on an extended fall selling tour.

Percy Fry, representing the Smardon Shoe Co., Montreal, was in the Prairie Capital for a few days recently, showing a fine range of samples.

John Affleck, proprietor of the Yale Shoe store has been spending a few days at his old home in Harrow, near London, where his father recently celebrated his 70th birthday.

Rosecrans Murphy, representing the J. & K. line, Cincinnati, was among those recently calling on the trade in the city. He is a live wire and has some of the snappiest creations yet seen.

The T. Eaton Co. recently made a splendid display of ladies' fine footwear, which was the most complete exhibit in its line ever seen in Winnipeg. The ideal way in which shoes were shown among suits to match colors, received very favorable comment.

Geo. Wheeler, who was formerly with Adams Bros., is now with the Kilgour, Rimer Co., having charge of the findings department. Mr. Wheeler is a thoroughly competent man and reports business as being active.

The prospects for a bountiful harvest are bright as the seeding is all done and the grain, which is coming on nicely, looks fine. A much larger acreage has been sown and with good prices prevailing this fall, there is no reason why

business should not boom. Since the advent of spring a steady improvement has been noted by both wholesalers and retailers.

Look Well After Findings Sales

By GEORGE WHEELER

At the present time, when sales in the boot and shoe trade are not heavy, due to the war and tightness of money, it is up to the retailer to make every sale possible, no matter how small. This applies more so to the findings end than any other. Profits in this line are large even though the individual sale is small. It is wonderful what a good business can be built up in this line. There is no need to carry a big stock. Have a stock well assorted; this can be added to every day or week. Small quantities can be brought in by parcel post.

How often a customer comes into a shoe store asking for a certain line of findings and instead of making a point of procuring it he is sent down to the wholesaler to get it himself. This is inadvisable, both from the retail and wholesale point. If you make a sale in your store you have obtained a customer, one who is likely to come back for shoes, etc. Not only have you secured a patron but you have obtained free advertising. This man will tell his friends where he got that particular article.

From personal observation I find that the man who sells the most shoe findings is the one who is generally doing the biggest trade. Even with the so-called dull times wholesale findings houses are increasing their volume of business every month.

In the past when retailers in Winnipeg and the West had to send east for their findings, stocks were bound to get low. They were also at a disadvantage having to buy a big stock to make up a shipment. At the present time with the representative lines of findings carried in Winnipeg, at prices quite as low as eastern ones, retailers can get their supplies from day to day. This enables them to have the use of



GEORGE WHEELER, WINNIPEG

money which in the past would have been paid out months before the shipment was disposed of. The convenience of large local stocks enables dealers not to miss a single sale. Therefore, Mr. Shoe Retailer, for the rest of the year make this your slogan—"Push Shoe Findings," and watch this branch of your trade expand.

Retailers Discuss Patent Leather Shoes

(Continued from page 28)

on the manufacturers. Retailers should not be expected to guarantee shiny leathers against checking, cracking or peeling when no such guarantees are made by either leather or shoe manufacturers."

Says Sale of Kid is Increasing

Rowland Hill, London, Ont.:—"Many customers place more value on style than service and demand patent leather. We find it better to suggest kid when value and wear is expected. In men's we sell more calf, but kid is increasing in favor. We would say that about 60% of the women's shoes sold are patent and about 10% of men's. We have not very many troubles to adjust, and on the cheaper grades of patent, always tell a customer that we cannot guarantee the leather. We rarely, if ever, ask for an allowance from the manufacturer. Sometimes it is policy to make an allowance on the next pair to a customer, but, such instances with us are very rare. We have a sign up to the effect that we cannot guarantee patent leather."

Occasionally Make an Allowance

J. H. Carkner, Ottawa, Ont.:—"Considering the way patent leather is used, I think it is one of the most satisfactory that we handle. We do not guarantee shiny leathers, but in case a shoe goes bad within a very short time and the customer is a good one, we occasionally make an allowance. One has to use his judgment and discretion in such matters. We have no trouble with manufacturers over allowances, and few, if any, disputes with customers."

J. J. Haines' Shoe Houses, Belleville, Napanee, Trenton and Smith's Falls, Ont.:—"We think that about 25% of the men's shoes and about 90% of women's that we sell are patent leather, and as a rule it gives general satisfaction. Occasionally we have some rebates to make, but as we do not guarantee patent leather, our tribulations are not many, and as a rule we never have any difficulty with the manufacturers over allowances. In all our stores we have notices to the effect that we cannot guarantee patent leather, and the retailer should not be expected to do so, especially as he can get no similar assurance from either the tanner or the shoemaker. On the whole, however, we find that this leather gives very fair satisfaction."

Endorses Patent Leather

Geo. G. Gales and Co., Montreal:—"We are perfectly frank with customers, and even on our most expensive patent leather shoes, tell them they are taking a chance. We do not make any claims from manufacturers, and do not have any troubles to adjust or rebates to make with customers. We find that patent leather gives general satisfaction when everything is taken into consideration. We have not only one sign, but several signs up in our store to the effect that we cannot guarantee patent leather."

W. E. Tait, Kamloops, B.C.:—"We very rarely have any trouble with patent leather, and find it giving practically as good wear as any other lines. If we put up a sign to the effect that we cannot guarantee patent leather, it might lead some of our customers to think that our stock of this leather was inferior to our competitors'. We only ask for allowances from the manufacturers when the shoes are broken very soon after purchase, and as this is very rare, we have no difficulty in adjustments. Patent leather on the whole gives satisfaction."

A. V. Wright, manager shoe department of Walter L. Joyner, Moose Jaw, Sask.:—"In our department the salesmen explain that while the patent leather in our shoes is as good as can be secured, we would not guarantee it, even if the shoes were \$10 a pair. Except in a few cases, where patent leather shoes have been exposed to severe cold, we

have found them to give general satisfaction. About 10% of the shoes sold to men's and 75% of those disposed of to women are in shiny leather."

Play Fair with a Customer

E. W. Warren, manager shoe department, Johnstone, Walker, Ltd., Edmonton, Alta.:—"Play fair with a customer at the time of purchase and all trouble will be reduced to a minimum. We have certain signs in our department to the effect that we do not guarantee patent leather. About 5% of men's shoes and 60% of our women's are patent leather. We have fewer troubles to adjust in this leather than we do in the other leathers sold. In regard to allowances from manufacturers, we have little or no trouble, and try to practice the Golden Rule. Why should the retailer be expected to guarantee shiny leathers against piping or peeling when neither the shoe manufacturer nor the leather manufacturer will do so?"

Jas. Maynard, 649 Yates St., Victoria, B.C.:—"The retailer should not be expected to warrant shiny leather shoes. We never ask a manufacturer for any allowances, only in exceptional cases, and we find that patent leather gives fairly good satisfaction, considering the large number of shoes that are sold in this material. In our own case, it is about 75% in women's footwear. We think that a sign should be posted prominently in each store to the effect that patent leather shoes cannot be guaranteed and that the attention of the customer should be drawn to this before such shoes are sold."

T. Carter, Trenton, Ont.:—"We have some trouble with both customers and manufacturers in the matter of patent leather shoes. A sign in every store to the effect that the retailer cannot guarantee shiny leathers is a splendid suggestion, and would, no doubt, eliminate a good deal of misunderstanding."

W. J. Nelson, Lethbridge, Alta.:—"We never find two cases exactly alike in the matter of patent leather shoes. Some give splendid satisfaction and others do not."

Merchants Should Get Together

F. J. McCann, manager shoe department, Goodwin's Ltd., Montreal:—"Patent leather, as a rule, does not give general satisfaction, and it would be a fine thing if all retail establishments would post signs to the effect that it could not be guaranteed under any circumstances. The whole question is a large one and will never be properly solved until merchants get together and co-operate more. We do not tell customers that under no circumstances can we guarantee patent leather for the simple reason that they would go elsewhere. We have some trouble with manufacturers over allowances. As to having any difficulties to adjust or rebates to make, we may say that the proportion is about one in forty. Men, as a rule, are easy to handle, and complaints from the women come only in the matter of patent leather."

F. Sutherland, St. Thomas, Ont.:—"One quarter of the men's shoes that we sell are patent leather and two-thirds are women's. We have a number who make complaints and shiny leathers, as a rule, do not give satisfaction. In a few cases we have difficulty with manufacturers over allowances. It is certainly advisable that signs should be displayed prominently in all shoe stores to the effect that shiny leather cannot be warranted under any circumstances, and if customers were told this plainly and positively, there would be less misunderstanding."

Would Do Without If He Could

Fred J. Argall, Three Rivers, Que.:—"If we did not protect our customers a little there would be no patent leather shoes sold. So long as the manufacturers make them we have to sell them, and the only way out of the trouble is for manufacturers to cease making them. If I could do without patents, I certainly would never purchase a pair,

but the public, especially the women, demand them. We always state when selling a pair that we cannot guarantee patent leather shoes. It is hard to convince a dissatisfied customer on patent that he or she has had a square deal, when that customer has paid good money for an article, and perhaps it has lasted only a few days. It is useless to bother manufacturers as they make no allowances on patent leather. One-tenth of the men's shoes that we sell are patent, and in women's one-fifth."

Dealer Should Explain to Customer

W. D. Harris, 2412 Sixteenth Avenue, Regina, Sask.:—"Women buy patent shoes for dress very often regardless of the quality, and men do not buy them because of their poor wearing qualities. To hang up a sign to the effect that we cannot guarantee patent leather might do some good, but we do not think it would be as impressive if occasion demanded an adjustment, as if the salesman pointed out and fully explained to the customer when making a sale that under no circumstances can shiny leather be guaranteed. Such leather does not give general satisfaction in this country, especially in the winter. Only in extreme cases do we call upon the manufacturer for any allowance and when we have done so, they have complied. We, however, try to settle all matters with the customer at the time of complaint. It is up to the dealer to tell the customer that if anything goes wrong in the shoes, he or she is a party to the complaint for having bought them."

Good Patents Turn Out Well

W. F. Cassidy, Chatham, N.B.:—"Taking everything into consideration there are a great number of patent leather shoes sold in low cuts for misses and children and high cut lines for women and men that give splendid satisfaction, and we have so few complaints that it would be really no hardship if we replaced everything, even the cheapest ones and got no allowance from any manufacturer. We have no troubles to adjust or rebates to make on high grade shoes, but have on some of the low priced ones, and we handle as few of the latter as possible. We generally tell customers when looking at patents that the low priced pairs cannot be guaranteed. The retailer, unless he expressly says so to a customer, is usually expected to offer only goods that will prove satisfactory and customers reasonably expect everything bought from reliable dealers to turn out all right. Patrons often do not know much about shoes, and do not pretend to; and they know still less about manufacturers' or tanners' guarantees. As a result they have, in our opinion, a right to expect retailers to guarantee all goods. As to the latter having a sign posted to the effect that they cannot guarantee patent leathers, we do not think that this is necessary; for we have no hesitation in guaranteeing nearly all the patent leather footwear we sell against cracking through or peeling. We think that such a sign would rather discredit a leather that deserves better recommendation and consideration."

Put Pamphlet in Each Carton

Stewarts, Limited, Renfrew, A. T. Marshall, manager shoe department:—"The proportion of trade done in ladies' patent leather shoes is large and the better class buyers have nearly all been asking for patent during the last few seasons. Men's patents are not nearly as much in demand as ladies, as men are more conservative in their ideas on foot dress. We do not stock any real cheap patent leathers, the lowest price we have in ladies' retailing at \$3.50, and men's at \$4.50. We have very little to complain of in this class of leather. We always tell our trade that we cannot guarantee patent leathers but, in spite of this, many will have them. We feel that if the manufacturer of patents will not guarantee them, there is reason for the retailer to assume responsibility of these shoes giving entire satisfac-

tion to the consumer. In the face of this we cannot ask the manufacturer to make any rebate. It is not necessary to put up a sign regarding patents as it would not help business any, but we do think that manufacturers should enclose in each carton a pamphlet on the care of patents, suedes and satins, and also state that there is no guarantee with goods made of these materials."

A Guarantee Invites Trouble

The Rannard Shoe Co., Winnipeg, C. F. Rannard, president:—"We commend your interest in this matter which is a great source of worry to many retail shoe merchants. We hope that you will extend your work throughout the retail ranks and that you will be able to give them some

Specializes in Women's Shoes

Richard J. Trethewey, who is now covering Western Ontario for the Blachford Shoe Manufacturing Co., Toronto, has spent practically all his life in the boot business. After gaining his education in Owen Sound, he and his brother, J. L. Trethewey (now on the traveling staff of



the Brandon Shoe Co., Brantford), started in business for themselves in the northern lakeside town. After three years' experience in that line, both went to Chicago, where they entered the service of Marshall Field & Co., R. J. Trethewey being in the women's department, and J. L. Trethewey in the men's. Another remarkable incident is that the brothers returned to Canada about the same time, and joined the road staff of J. D. King Co., Toronto—R. J. looking after the territory from London to Windsor for a number of years. He then decided to go into the wholesale shoe business in London, in which he spent some ten years, the firm being Trethewey, Karn Co. In 1912 Mr. Trethewey sold out his interest and went west on a business trip to look after some property which he holds in a number of cities. Returning east after a few months, he took a position with the C. N. W. Shoe Co., of London, covering western Ontario. He has just joined the staff of the Blachford Shoe Manufacturing Co., and is meeting with good success. He has spent the greater part of his life time in selling women's shoes, has always been a close student of styles and takes special interest in this branch of the business.

good advice when through. We do not under any circumstances, attempt to guarantee patent leathers and caution our trade in general that these leathers should be worn with care and under proper weather conditions. About forty-five to fifty per cent. of our sales in women's are patent, and five per cent. in men's. We find that the leather gives general satisfaction with careful wear. We have only about one per cent. of complaints. If the subject turns that way in addition to the signs that we have up, we tell the customer that, under no circumstances can we guarantee shiny leathers.

Enterprising Firm Still Expanding

In 1898, L. E. Robin, with his brother, J. E. Robin, opened up a little shop in Montreal where they kept two lathes going in supplying local shoe manufacturers with lasts. At this date the company occupied a three storey factory, 75 x 40 feet, besides owning one of the most modern kilns in Canada and several storage warehouses capable of holding fifty carloads of maple blocks. So can one epitomize the progress made by Robin Brothers, starting with practically no capital. Four years ago J. E. Robin



L. E. ROBIN, MONTREAL

left the firm, of which L. E. Robin is now sole proprietor. The capacity of the factory is 360 pairs of lasts daily and to the equipment of six lathes, now in operation, will be added in the near future, three more, when the staff of thirty-seven will have to be increased. The company make a feature of a special hinged last with Porter's spring and plug device; the inter-locking wood lips obtained in sawing the last insuring its rigidity. Their hinged follower works on the same principle, simplicity being one of its features.

Mr. Robin is fortunate in having as his assistant in the management of the business, J. Alf. Belanger, who for the past seven years has been identified with the firm. R. C. Fournier is the traveling representative of the company.

Mr. Robin is president of the Canadian Last Block Co., Limited, which operates from Iberville, Que. Mr. Belanger is secretary-treasurer of this company. It was found necessary to organize this subsidiary concern to ensure a steady supply of reliable maple blocks. The company owns extensive timber limits capable of yielding several million feet of the best maple. These maple logs are cut up in the mills at Iberville and shipped to Montreal.

We have no difficulty with manufacturers over allowances, as we are not unreasonable with the makers and never turn shoes back unless through faulty workmanship. We put the following slip, which we had printed in large numbers, in each carton containing patent leather shoes.

The following is the expression of a recent meeting of the National Boot and Shoe Manufacturers' Association, regarding the sale of Patent Leather Shoes.

Patent finished shoes are being worn nowadays for common every day use and it is impossible to purchase material of this kind that is absolutely dependable at all times.

It is, therefore, necessary to notify dealers in boots and shoes that as it is absolutely impossible to determine the wearing qualities of any **Patent or Enamel finished leather** until same has been put to an actual test by the wearer, justice to the **wearer** demands that he should be thoroughly informed and made to understand that there will be no re-dress on the shoes made of such stock, should the leather break, chip, check or peel, and that such goods are sold strictly at the purchaser's own risk.

It will be impossible to make allowances, rebates or credits on shoes that are made from **Patent Calf, Patent Kid, Patent Colt, or Enamel finished leathers**, because of such complaints.

GUARANTEEING SHINY SHOES IS INVITING TROUBLE

"We also have the following signs displayed conspicuously in all our three stores:—

WE DON'T GUARANTEE PATENT LEATHER

The conference of shoe manufacturers, shoe merchants and shoe wholesalers recently held in New York, strongly crystallized one point of timely interest to the shoe trade, namely:

PATENT LEATHER, SUEDES AND FABRICS—
—THESE SHOES ARE NOT WARRANTED, NOT GUARANTEED, and we do not assume the responsibility of their wear.

Shoes cannot and should not be covered with any sort of Blanket Guarantee as to life, vitality and condition, and that redress can only be given through faulty construction.

RANNARD SHOES ARE MADE BY THE BEST MANUFACTURERS WHO BUY THEIR LEATHER FROM THE BEST TANNERS. WE TRY TO GIVE SATISFACTION, BUT: BE REASONABLE.

Patents Can Be Made Dependable

The Parrott Shoe Co., of Saskatoon, Sask.—"In our opinion the tanner should be given to understand that he has got to turn out patent leather that he can stand behind, or quit tanning it. There are some lines of patents that ninety per cent. will give entire satisfaction, while on other lines about thirty-five per cent. go bad, which simply shows that patents can be made which are fairly reliable. About nine-tenths of our sales to women are in patent creations, and we have some trouble in the matter of adjustments and rebates. Even if we tell a customer that, under no circumstances do we guarantee patents, that makes no difference if the shoe goes bad. There are some makers, whose shoes very seldom crack and there are others which frequently break, so if makers use inferior quality leather, why should they not be held liable for any losses. It is simply out of the question to tell a customer when she returns a patent leather shoe that has cracked after a few days wear, that you can do nothing for her. The retailer has simply to replace the shoe or make an enemy for his store, and why should he have to pocket the loss?"

Breezy Notes From Quebec

Uld. Deslauriers, tanner, of Quebec, was in Montreal on a business trip recently.

The Rock Shoe Co. have bought a new press of the capacity of 15 tons, which will be used to press soles.

M. Legault has opened a shoe repair shop at Sous le Fort street, and has installed a complete outfit supplied by Dupere & Garant.

Gale Bros. have installed a sprinkling system, of a new type, throughout their premises and are very active at the present time.

The contract for rubber boots for the members of the fire department of Quebec was awarded by the committee to the Quebec Syndicate.

All the machines and findings have been removed from the McKeen shoe factory and every one is hoping that the premises will re-open at an early date.

J. E. Drolet, shoe dealer, who died a few days ago, was for fifteen years in the employ of Thos. Voyer, and for the past two years had been in business for himself.

Lachance & Tanguay, Quebec, have installed a U.S.M. Co. ideal clicking machine in their factory and expect to place other machines of the same type within the next few weeks.

There was a fire lately in the Quebec Paper Box Co.'s premises, when about \$2,000 damage was done. Some shoe manufacturers suffered delay on account of having a number of cartons destroyed.

Fire recently visited the premises of Jos. Racine, shoe dealer, of St. Sauveur, doing about \$200 damage. There was also a blaze at A. Martin's shoe factory, Belleau street, when about \$400 damage was done by smoke and water.

Among those in the city recently were G. G. Parker of Boston Last Co., Richmond, Que.; James A. Boyd, representing the Nugget Polish Co., Toronto, and H. C. Parker of Parker-Irwin, Limited, shoe findings, Montreal.

V. Coulombe has the control of the shoe shining stands for the Valcartier camp. He has fifteen men working for him in cleaning the boots of the soldiers of the 41st Battalion who are located temporarily in the Immigration building.

The factories are working to fair capacity and are beginning to get ready their new samples, which are generally in shape by July. There has been no change recently in the prices of leather and the prospects are that present quotations will continue. No factories have yet received any orders for army shoes.

Met Death on Field of Action

The grim realities of war have been brought home very poignantly to many Canadians and nearly every town, city and village in the Dominion has contributed its quota of best manhood and best citizenship to the awful sacrifice. The shoe and leather trade will mourn the death of Captain Trumbull Warren, president of Gutta Percha & Rubber, Limited, Toronto, who was killed recently in action and his remains have been interred in France. Trumbull Warren was one of the best liked and most manly young business men in Toronto. The eldest son of the late H. D. Warren, president of Gutta Percha & Rubber, Limited, he received his early education at Upper Canada College. He always took an active interest in military affairs and underwent a training course in the Royal Military College, after which he was connected with the 48th Highlanders, becoming a provisional lieutenant. It was with the rank of lieutenant

that he left Toronto with the first contingent. The deceased officer was one of the first to volunteer his services, as he had a high sense of honor, responsibility and patriotism. In business circles he was much respected for his thoroughness and intensity of purpose. Previous to his father's death, he entered the factory of the company to learn the business in every department and on the passing away of his parent, Captain Warren joined the office staff as acting treasurer. Two years ago he was made president, a post which he filled with credit to himself and to the company.

Captain Trumbull Warren was 29 years of age and was married some years ago to Miss Marjory Braithwaite, of



THE LATE CAPT. TRUMBULL WARREN, TORONTO

Montreal, who survives, along with two little girls. All the members of the staff of Gutta Percha & Rubber, Limited, deeply deplore the death of their president and yet there is a feeling of pride that he nobly upheld the honor and integrity of the British Empire in the fullest measure with his life-blood.

Many friends of Lieut. H. N. Klotz, who was an officer of the 9th Mississauga Horse, Toronto, and resided on Sussex avenue, will regret to learn he also was killed in action at Ypres. The deceased officer was a chemist in the employ of the Gutta Percha and Rubber, Limited, and was held in high esteem by a wide circle of friends. He had been a member of the 9th Mississauga Horse for several years and was on his holidays when the war broke out in August last. Returning to Toronto he was one of the first to enlist.

Gutta Percha and Rubber, Limited, have contributed no less than twenty-one men who are now on active service, from the head office, the factory and the various branches of the company, while fifteen other employes are in training.



THE SOLDIER AND HIS SHOES

Editor, SHOE AND LEATHER JOURNAL:

The now famous soldiers' boot investigation is over, and the members of the shoe fraternity are cautiously opening the doors of their cyclone cellars and wondering if the storm has really passed.

A well known clipping agency estimates that, at least, 60,000 lines of newspaper space have been devoted by the newspapers of this country to recording the proceedings of the Special Committee at Ottawa.

The purport of most of this tremendous publicity has tended to convince the average reader that the boot manufacturers of the Dominion were a set of unspeakable rascals, who placed dollars above patriotism, and who had conspired together to send the defenders of the national honour to the front, clad in boots that predestined them to torture, increased hardship, and added immeasurably to the possibility of illness and suffering.

It is felt very strongly that such insinuations have done, and are bound still further to do, inestimable injury to an industry in which Canadians have advanced more rapidly than any other, for, to-day, Canadian made boots, grade for grade, and price for price, will bear the closest comparison with those produced anywhere in the world. Every man, woman and child, throughout the length and breadth of this country, who has anything to do with the making, or sale of Canadian boots, from the tanner of the leather used in them to the boy in the store of the retailer who sells them, is bound to suffer thereby.

While deprecating the harmful publicity that has been given the matter, the shoe tradespeople, as a whole, seem to join in the hope that, as a result of the investigation, the guilty person, or persons, will be pilloried in the public gaze, regardless of party, politics, or station, and that the punishment meted out will fit the crime;—whether it be those in the War Department, responsible for the shape or type of shoe; whether those who placed the contracts and provided for the system of inspecting the shoes in process and for their final acceptance by the Government; the boot manufacturer; or the officers who are, or should be, responsible for the proper fitting of boots, and the treatment the boots receive in use—for none know better than they, that the best made boots in the world will not stand for any length of time under conditions where only rubber boots should be used, and any leather—it matters not how good or how treated against moisture—cannot be repeatedly soaked and as often hurriedly dried by placing before hot camp fires, or on hot radiators, without giving way.

A prominent military officer recently said that, in his opinion, the service rendered by a soldier's boot, depended upon four things:

1. The shape of the shoe.
2. The material used in making it.
3. The method by which it is made.

4. The degree of care taken in fitting it to the foot of the soldier, for it must be obvious that, even if the best possible boot is produced and is fitted too short, as is generally the case, or if it is too long, or too narrow, its entire usefulness is immediately defeated.

As to the shape of the shoe, and the material to be used, there can be little doubt that some satisfactory understanding will be reached through the investigation; but as to the method to be employed in making—it is on this point that feeling runs particularly high, for it would seem that no compliment has been paid to the intelligence and integ-

rity of shoe manufacturers, many of whom have been giving their best endeavours to the solution of these problems, for there recently appeared before the Committee, it seems, to testify as an expert, one, who, according to his own statement, is not, and never has been, a manufacturer of boots, being a tanner of leather, who recommends that a return be made to methods employed thirty years ago—the Standard screw fastening. Some amusement has been afforded by his deductions that the Standard screw was the proper thing, for, according to reports, two shoes were placed in water. The Standard screw shoe happened to withstand the water longer than the welt shoe.

A well known military man, in commenting on this, said: "I have no doubt that any manufacturer can make a boot out of paper that will go through such a test, and will come out 100% perfect. It is in wear, under service conditions, that the only reliable test can be made." A prominent shoe man, when I asked him what is apt to happen under such conditions, said: "This fastening is made from wire, or brass, or iron, having a screw formation, but without a head. When screwed into the leather, it extends from the surface of the outsole to the inner surface of the insole, and is visible inside the shoe. The lasting tacks are also left in this kind of a shoe, and the clinch point appears on the surface of the insole, and in contact with the stocking of the wearer. Under conditions where sole leather is subjected to moisture, for any length of time, it softens; it wears away more rapidly than the fastening. Rust or corrosion attacks the metal, and the constant working or bending of the sole loosens the fastenings, and they are forced upwards and into the foot of the wearer. This Standard screw method of shoemaking, up to the opening of the war, at least, had been discarded by every nation that could afford to put good shoes on the feet of its soldiers. Its use, I understand, in some recent contracts, by European countries, has been compelled as a last resort, owing to the fact that welt shoes in large quantities, could not be procured. The nails mentioned in the report of the various army boards should not be construed as recommending this form of fastening, but meant that the sole should be given additional protection by driving steel nails in the outsole, not as a fastening, but for the purpose of increasing wear."

The welt boot has been, for many years, the type of boot supplied to soldiers, not only by England and France, but by every important nation in Europe, with the exception of Germany and Austria, which have clung to a roughly made McKay sewed shoe. In the welt shoe, the lasting tacks were withdrawn, so the forepart of the boot is left perfectly smooth inside. It makes a comfortable and durable boot. In some countries, to make assurance doubly so,—and I think the plan is a good one—the rivets have been used to reinforce at such points as there was little or no wear, notably at the toe and in the shank of the shoe, but never where the sole is subjected to wear.

This phase of the question is one of the greatest interest to both military men and shoe men, and there seems to be a more or less well grounded fear that the officials at Ottawa may be led into the fallacy of believing that two wrongs make one right; for first, and above all other considerations, there seems to be the greatly expressed hope that out of this investigation, there shall come a type of boot that will carry Canadian troops forward to triumph and victory, and keep them constantly in the paths of glory.

Yours, etc.,

ONLOOKER.

Retires After Twenty-Five Years Service

After a quarter of a century service with Ames-Holden-McCready, Limited, Charles Bonnick, manager of the Toronto warehouse, has retired and has been succeeded by Harold W. Pearson, who has been on the staff some fifteen years. Mr. Bonnick, who is well and worthily known to the trade, entered the employ of the Ames-Holden Co. in 1890, having charge of the office, his brother Joseph being manager at that time. In 1898, on account of the illness of his brother, Charles was appointed acting manager. Joseph Bonnick passed away in June, 1899, and since then the subject of this reference has ably directed the affairs of the



CHARLES BONNICK, TORONTO

Toronto branch. When Mr. Bonnick entered the service the old warehouse was located at 60 Front street west, but was completely wiped out in the conflagration of 1904, when the present premises at 133 Wellington street west were acquired. Mr. Bonnick was a director of the Ames-Holden Co. previous to the amalgamation with the James McCready Co. in 1911. During his long connection with the trade he has been popular with all classes, owing to his genial disposition, kindly nature and uniform courtesy, and at the same time has carefully looked after the interest of his employers. After taking a much needed rest Mr. Bonnick will open up an office where he will conduct a general insurance and financial business, in which line he is thoroughly equipped by reason of his executive ability.

His successor, Harold W. Pearson, entered the local office under Mr. Bonnick in 1900 as a warehouse boy. He took hold of things readily and willingly, and in five years had reached a position on the traveling staff, looking after Eastern Ontario for a considerable period, and after the central portion of Western Ontario since 1910. Mr. Pearson is a son of Rev. M. L. Pearson, the veteran Methodist pastor, who died a few months ago, and is well liked by the trade. Many friends, while regretting the voluntary retirement of Mr. Bonnick, will wish his successor a large measure of prosperity.

An interesting event took place on Saturday at the warehouse of the company when Mr. Bonnick, the retiring manager, was presented by the traveling and warehouse staff of Toronto with an illuminated address, accompanied

by a handsome diamond and sapphire ring and a framed portrait of the employees, while Mrs. Bonnick was given a basket of American Beauty roses. The head office staff in Montreal also had a hand in the honors. The address in which reference was made to the many good qualities of Mr. Bonnick and the pleasant relations that had existed for many years between him and those under him, was read by W. F. Smith of the traveling staff. W. J. Drysdale made the presentations to Mr. Bonnick while George Lloyd conveyed the floral tribute to Mrs. Bonnick.

In replying on behalf of his wife, family and himself, Mr. Bonnick was deeply touched by the evidence of esteem and good will, and feelingly dwelt upon the happy associations and cordial relations that had characterized his connection of nearly a quarter of a century with the firm. Many of those present had been with the house for a long period and of every one he spoke in terms of warmest praise for their support and co-operation. There has been pleasant and agreeable intercourse during all this time and he wished them all continued success and prosperity and to his successor, Mr. Pearson, he paid a well merited tribute. Mr. Bonnick spoke of the desire on his part to be relieved from the responsibility and cares of managing such a large business after so many years application and for the need of rest and recreation. In closing he expressed every confidence that they all would as loyally and faithfully serve under the new management as they had done under him, for the upbuild and welfare of the company whose interest they had thoroughly at heart.

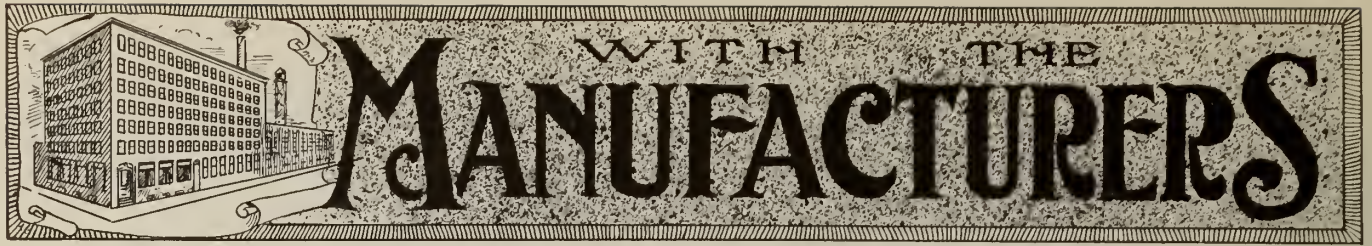
T. H. Bigwood, of Toronto, Chairman of the Ontario Shoe Retailers' Association, who was present, also made a



HAROLD W. PEARSON, TORONTO

few remarks, speaking in a reminiscent vein of how shortly after coming to Toronto twenty-one years ago, he had secured a position as packer in the old warehouse under the late Joseph Bonnick and had worked for the firm many years before starting in business for himself. Of the fine qualities of the retiring manager, he could not speak highly and he joined in wishing him every happiness and good fortune.

Hearty cheers were then given for Mr. Bonnick and for Mr. Pearson the new manager.



ANOTHER ISSUE OF ARMY SHOES

Several Canadian shoe manufacturers have received from Ottawa specifications and inquiries regarding prices on a new army shoe which is practically the old shoe with the addition of some of the improvements which were embodied in the samples that the John Ritchie Co., of Quebec, prepared for the Government some time ago. The latest specifications called for tan storm calf blucher, the same pattern as the old boot; double sole to heel, the heel to be protected with an iron heel plate. The boot will be made with upper lapped over on the insole to allow the reinforcing nails to pass securely through the same. The lap is also to be cemented to the insole and pounded down.

It is evident that the committee who inquired into the boot question, decided that the one supplied to the first contingent was as satisfactory a shoe as could be made, provided the specifications are lived up to, and with the few additions that they have now adopted, they will have a boot which will combine lightness, durability and comfort and one which is more adaptable for the average Canadian. It is reported that the forthcoming issue will be for sixty thousand pairs.

ANOTHER ILLOGICAL PROCEEDING

Speaking of the army shoe investigation an Eastern manufacturer hit the nail on the head when he remarked on the illogical procedure of the committee in not having ordered an immediate practical comparison with the Militia Department sample of all shoes being examined. Toward the end of the investigation was no time to think of comparing shoes with the sample or even to consider checking up the shoes with the specifications. The right way would

have been to have cut open Militia Department sample and then to have cut open, not every twenty-fifth pair of shoes of those that were in doubt, but every pair, so as to accurately learn just how they were made.

NEW STYLE OF BOX TOE

There has been some talk in certain quarters during the past few days of putting on the Canadian market a box toe carrying a guarantee that it will stand any pressure without breaking. In construction this toe will be somewhat similar to the new fibre counters which have appeared recently. The ordinary box toe is very liable to break if subjected to anything outside ordinary wear. The new projected toe, it is claimed, will stand all sorts of rough usage.

SMALL SHOE ORNAMENTS POPULAR

An increasing number of small ornaments are being used by manufacturers of stylish shoes in Canada. These replace the larger ornaments and shoe decorations which were popular a couple of seasons ago. There is a variety of styles used in round and oval shapes. Pearl white centre and jet black border combinations seem to be especially popular, according to the reports of the different houses which supply these articles.

LEATHER DAY AT THE BIG FAIR

Tuesday, July 6th, has been officially selected as "Leather Industries' Day" at the Panama-Pacific International Exposition, San Francisco. About that time the National Association of Tanners, the National Leather and Shoe Finders'



PETER A. DOIG, SALES MANAGER



E. H. LANTHIER, PRESIDENT



J. B. HURTEAU, SUPERINTENDENT

OFFICIALS OF THE STAR SHOE CO., LIMITED, MONTREAL

Association and other organizations of the trade will be holding conventions in that interesting and attractive city. The Tanners' Association, as previously announced, will transport its delegates from Chicago to the Coast in a special train, leaving the Breezy City June 24th, and arriving at San Francisco June 27th. Members of the allied industries in the East are cordially invited to join this party, either at Chicago or in special cars leaving Boston or New York and forming a conjunction with the "special." There will be found at the Exposition some very creditable displays by prominent shoe and leather and kindred concerns, led by the notable one of the United Shoe Machinery Company.

STAPLE MODEL FOR THE TRADE

The Boston Last Company, of Richmond, Quebec, have a new idea model for 1916 which is a wonder for looks and a marvel for fit. The company have it for Goodyear welts, McKay or turn shoes, and announce that such a last makes equally as good a high shoe, oxford or pump, and that all leathers may be used. The company have been working at this last for several months, to get something that will be a staple model in the factory, on which the manufacturers could make the different varieties of shoes. Their effort has been to produce a model to meet the demands of the prevalent styles and have easy but no extreme lines on the body; a last that was easy to pull uppers over, producing a manufactured shoe of a smooth, pleasing contour. The company believe they have accomplished all this and produced what is the great aim of the shoe manufacturer, and through him of the last manufacturer, a pleasing full fitting last, with D and E measurements, that look like B or C in the foot.

ARE BOUND TO GO UP

A leading authority in the boot and shoe business, who has been giving considerable attention to developments in the trade in the last few years, says:—"The day of low-priced hides, leather and shoes has passed. From now on the advance in prices will be steady, and it is not likely that a season will pass without some change in an upward direction being noted. Supplies of raw stock are lessening, while the call for shoes and articles made of leather is increasing. The law of supply and demand always forces higher prices when the call exceeds the supply."

SHOE COMPANY RE-ORGANIZES

The Star Shoe Co., Limited, of Montreal, was recently re-organized and a change of management made.

The new officials of the concern are E. H. Lanthier, president and managing director; J. B. Hurteau, director and general superintendent, and P. A. Doig, sales manager. All these gentlemen are experienced shoemen, especially Mr. Lanthier, who has been shoe manufacturing for half a century. Messrs. Hurteau and Doig have also grown up in the business and though both are still young men, the former has had twenty-five years' experience in practical shoemaking, and the latter twenty years, all of which has been spent in the shoe and leather business.

Mr. Lanthier finds it a very difficult task to convince his friends that he has been in the shoe business fifty years, and one would scarcely believe he is sixty-four years of age. In fact, the star jokes in the Star Shoe Co. factory, are the invariably wild guesses made as to his probable age by his friends and acquaintances, they estimating all the way from 40 to 45 years.

Nevertheless, Mr. Lanthier is able to account in an accurate manner for his half-century. He first started with the old Montreal firm of Geo. T. Slater & Sons, where he occupied various positions, amongst them that of foreman

for a period of fifteen years. He left that position for one with Z. Lapierre & Son, who conducted a shoe manufacturing business on St. Paul street, Montreal. He remained with this firm for fifteen years, and on their going into liquidation, he purchased the machinery of the company and started the Kingsbury Footwear Co., which is to-day one of the largest shoe concerns in Canada. Incidentally, readers will be interested to learn that the Kingsbury Footwear Co. derived its name from Mr. Lanthier's wife, whose maiden name was Kingsbury. Mr. Lanthier recently retired from this company in order to assume his present duties.

Mr. Hurteau is also an able shoeman and has seen experience in the wholesale boot and shoe industry from all angles. He started in Sorel, working three years for the Sorel Shoe Co., the proprietors of which were Comeau, Blanchette & Bertrand. After this he came to Montreal and entered the employ of Geo. T. Slater & Sons, the same firm with which Mr. Lanthier was connected for fifteen years. He spent three years with the company, and then went to St. Hyacinthe where he was for two years with J. A. & M. Cote, leaving them to go with the late Louis Cote, inventor of the Cote Pattern Grading and several other machines. Mr. Hurteau spent three years in Canada and the United States in the interests of Mr. Cote, teaching pattern work as well as selling the Cote machines. Later, he was Quebec manager of the Duplessis Shoe Machinery Co., whose offices were in St. Hyacinthe. After this he came to Montreal, and nine years ago organized the Star Shoe Co., Limited, which he has been operating ever since. He is a recognized shoe expert.

"Peter" Doig, as he is always addressed by his friends, the new sales manager of the concern, needs no introduction to Canadian shoemen. He is favorably known in both the shoe and leather trade with which he has been connected for the past twenty years. Mr. Doig started as a boy with G. S. Hubbell, for whom he worked some years. Later he was with A. R. Clarke & Co. as salesman in Canada, Australia and New Zealand. He recently resigned his position as sales manager of Fisk Limited, Montreal, in order to assume the same duties with the Star Shoe Co., Limited. He has been working indefatigably since, and the result, along with the efforts of Messrs. Lanthier and Hurteau, has put the Star Shoe Company on a splendid running basis. At the present time the factory is very busy.

RAPIDLY COMING TO THE FRONT

The Ideal Shoe Co., Limited, Elmira, Ont., who have been manufacturing misses', children's, youths' and gent's fine McKay shoes for the past year, have won for themselves a name among the shoe men of Canada. They have installed several new lasts and have added a line of boys' and growing girls', with which they contemplate getting a good fall business, along with their other lines. The management of this concern are taking all caution in selecting the best materials, combined with good workmanship and as to fitting qualities they cannot be surpassed. Their factory has been very busy during the past season, and as business keeps growing they will no doubt have to increase their capacity. The salesmen are out showing some very attractive styles in patent, gun metal, dongola and other leathers for the fall trade.

MATCHING CLOTH TOPS

The new color cloth shoe tops have created quite a demand for articles of a similar color or shade which go into the shoe, such as ribbons, etc., which must be the exact hue of the cloth, states an Eastern findings dealer.

SHOE NEWS IN PARAGRAPH

O. Goulet, Quebec, was in Montreal recently.

N. J. Richards has opened a shoe store in St. James, Man.

W. L. Tuttle, shoe retailer, of Halifax, was in Montreal lately.

J. E. Drolet, shoe retailer, of Quebec, passed away recently.

The Canadian Leather Works of Montreal have recently registered.

J. Schrank, shoemaker, of Swift Current, has discontinued business.

J. T. Lalonde has purchased the shoe store of W. J. Brinning, Cobourg.

G. M. Sawyer, shoe dealer, of Leamington, Ont., has added a line of groceries.

C. E. Lepine has severed his connection with the J. W. Hewetson Co., Brampton, Ont.

J. A. McCrudden, of the Perth Shoe Co., Perth, Ont., was a visitor in Montreal last week.

The Maple Leaf Shoe Repair Co., Regina, have installed a U.S.M. 12-foot shoe repair outfit.

R. E. Katz, of the Panther Rubber Co., Sherbrooke, has been spending some time in Montreal.

Mr. Collins, buyer for the Christie Grant Co., Winnipeg, was in Montreal and Quebec this week.

Delbert McFarlane, shoeman of Calgary, recently visited Toronto and Montreal on a business trip.

William Tollinsky, Beaubien street, Montreal, has placed a 12-foot shoe repair outfit in his shop.

J. H. Hamilton Shoe Co., Sherbrooke, report their factory as being busy during the past few weeks.

John A. Bragg has opened an exclusive shoe store in Parry Sound, where he is well and favorably known.

A. G. MacIntyre is now in the boot and shoe business in Kincardine, Ont., having started with Frank Sellery.

McLean & Anderson are opening a new shoe store on St. Clair avenue, just west of Dufferin street, Toronto.

Robert Weir, of St. Thomas, Ont., has installed a 22-foot model "N" hand shoe repair outfit with stitcher.



PATENT LEATHER BUTTON, GAITER EFFECT, BOX CLOTH TOP, MEDIUM RECEDE TOE—BY JAMES MUIR CO.

Mr. Ross, buyer for T. C. Watkins Co., Hamilton, was in Montreal and other Eastern shoe centres during the past week.

Eugene Munsey has re-opened a retail shoe establishment in Montreal at the corner of Ontario and Champlain streets.

The La Parisienne Shoe Co., Montreal, have installed

a U.S.M. Louis heel breast trimming machine in their factory.

Chas. K. Palmer, of the John Palmer Co., Fredericton, N.B., was in Toronto, London and other cities last week on business.

F. L. Wagner, of the Aylmer Shoe Co., Aylmer, Ont., who is Mayor of that town, was in Toronto last week on business.

George Chambers, manager of the Regal Shoe Store, Toronto, was in Buffalo and other cities last week on business.

The Perth Shoe Co. state they are at present turning out more shoes than at any time in the history of the company.

F. W. Knowlton, of the U.S.M. Co. of Canada, Montreal, is at present visiting shoe factories in the Maritime Provinces.

John Trick, of Vancouver, has bought the stock of shoes at 420 Main street, a store formerly conducted by W. J. Orr.

The United Shoe Machinery Co. are placing some of the newest model machines in the factory of Jackson & Savage, Montreal.

Nap. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, has again left for France in connection with army shoe orders.

The U.S.M. Co. have installed a 16-foot Goodyear shoe repairing outfit in the Boston Shoe Repair Shop, Barrington street, Halifax.

C. A. Bignall, formerly with the Jas. Linton Co., Montreal, has taken a position with Drummond Shoe, Limited, Drummondville, P.Q.

F. A. Rogers and W. E. Bond, of the Robert Simpson Co., Toronto, were visitors to Montreal shoe factories during the past fortnight.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, was in Boston and other American shoe centres last week.

D. Altieri, 261 Roy street east, Montreal, has installed a 9-foot shoe repair outfit made by the United Shoe Machinery Co. of Canada.

Murray W. Crosby, who represents Utz & Dunn Co., Rochester, N. Y., was in Toronto and other cities last week on a fall selling trip.

W. G. Damer, Western Canada representative for F. J. Weston & Sons, wholesale shoes, Toronto, left last week for the prairie provinces.

W. G. Simpson, accountant in the Toronto branch of the Miner Rubber Co. for the past two years, has been transferred to the Montreal office.

R. L. Savage, representing Jas. Muir Co., Maison-neuve, was in Toronto and other cities last week, showing a fine range of samples in men's footwear.

John A. Walker, of Walker, Parker & Co., shoe manufacturers, Toronto, spent a few days recently in New York, Boston and other New England shoe centres.

Chas. McGowan, shoe retailer, of Elora, Ont., has sold out to Fred R. Aitchison, who has added a repair department, which is being looked after by Ed. Wilton.

The Progressive Shoe Repair Parlor, 797 St. Catherine street west, Montreal, have installed one of the U.S.M. Goodyear shoe repair outfits in their establishment.

V. H. Watchorn, shoe dealer, Nanaimo, B.C., has opened up another store in that city and is moving his stock down from Port Alberni, where he conducted a branch.

The Bank of Nova Scotia have purchased the premises of George S. Yates & Son, shoe dealers, 105 Granville street, Halifax, in order to extend their banking quarters.

J. G. McDiarmid, western representative of the Cook-

Fitzgerald Co., of London, left Toronto last month on a selling trip to the larger centres in the prairie provinces.

The shoe business of the late Stephen Gorman, of Belleville, Ont., has been taken over by his son, J. L. R. Gorinan, who has engaged Ritchie Thompson as manager.

The Chartier Shoe Repairing Co., 406 St. Catherine street east, Montreal, have installed a U.S.M. 22 foot Good-year shoe repairing outfit, model N, in their establishment.

Geo. J. Cowling, late of the Blachford Shoe Manufacturing Co., is now representing in Toronto and vicinity Gourlay & Fogelberg, Limited, shoe manufacturers, Berlin, Ont.

Stuckey & Son, of Caledon, Ont., have purchased the stock of boots and shoes and groceries of Chas. Hall, Hillsburg, Ont., and have placed Sydney Howe in charge of the store.

Dan McDonald is now covering the whole of Ontario for the Murray Shoe Co., London, in connection with their fine line of women's shoes, which are taking well with the trade.

Adolph Le Blanc, shoe repairer, 2028 St. James street west, Montreal, was found dead in his shop recently. He was about 60 years of age and passed away from heart failure.

The Duchess Shoe Co., Montreal, are moving into the old Macfarlane factory at 92 Beaudry street and will occupy the entire five floors. This will practically double their output.

H. E. Munday, shoe dealer, of Victoria; Mr. Bacon, of the Bacon Shoe Co., Kamloops, and E. H. King, shoe dealer, Chilliwack, B.C., were recent visitors to the trade in Vancouver.

Dunbar Leighton, secretary of the Montreal Association of Superintendents and Foremen, has resigned his position with the Slater Shoe Co. as foreman of the cutting room.

T. H. Rieder, vice-president and general manager, and Walter Binmore, treasurer of the Canadian Consolidated Rubber Co., Montreal, spent a few days in Toronto last week on business.

W. George Borland, who is now representing Jackson & Savage, Montreal, in Ontario, has opened up a sample room in the Miner Rubber Co. building, 146 Wellington street west, Toronto.

The stock of shoes and shop fixtures belonging to the estate of James Agnew, 639 Notre Dame avenue, Winnipeg, amounting to \$9,920, was sold by auction this week by Newton & Nicholson, the trustees.

Charters have just been granted to the Feldman Leather and Shoe Findings Co., Limited, of Toronto, with a capital stock of \$40,000, and to the Seamless Rubber Co., Limited, of Toronto, with a capital of \$40,000.

James Rae, who conducts several retail stores in Vancouver, was on a buying trip in the East during the past couple of weeks and visited all the principal centres, including Toronto, Montreal and Quebec.

J. & T. Bell, Limited, Montreal, have installed the latest U.S.M. upper shaping machinery in their factory. This is a new machine and is particularly adaptable for the manufacture of women's cloth top shoes.

The death occurred recently in Galt, Ont., of Mrs. William Weir, in her seventy-sixth year. Among the surviving children are Mrs. Scott, wife of F. S. Scott, M.P., of the shoe manufacturing firm of Getty & Scott.

John Affleck, proprietor of the Yale Shoe Store, Winnipeg, was in London, Montreal, Toronto and other eastern cities recently on business. He reports that spring trade is opening up well in Winnipeg and the outlook is promising.

Fred Beemer, of Toronto, who represents the Guptill

line of slippers and the Sorosis shoe, as well as the Blachford Shoe Manufacturing Co., Toronto, in the west, left last month on an extended trip throughout the prairie provinces.

W. B. Parvin, shoe retailer, who conducts the "Fit-U-Shoe Co.," 1169 Bloor street west, will shortly move into newer and larger premises at the corner of Bloor and Margueretta streets, Toronto, which are being specially fitted up for him.

Kibler & Christmas, dealers in shoes and men's furnishings, Duncan, B.C., is the name of the firm which has succeeded Kibler & Truesdale, the latter retiring some time ago. He has enlisted with the third contingent and is now stationed at Victoria.

Samuel Roland, who for forty-five years was engaged in the shoe business in Omeme, Ont., died recently in his eighty-first year. He leaves a wife, two sons and two daughters. Mr. Roland was highly respected and had a host of warm friends.

The Retail Merchants' Association of Saskatchewan will hold a large convention at Saskatoon beginning May 11th. The executive committee recently met to discuss the plans and make arrangements for the successful carrying out of the meeting.

G. G. Parker, formerly of Parkers, Limited, Montreal, is now representing the Boston Last Co., of Richmond, Que. Mr. Parker has an office at 36 St. Genevieve street, Montreal, and during the past week was calling upon the shoe factories in Ontario.

Neil Chappell, dealer in shoes and dry goods, 1188 St. Clair avenue, Toronto, has recently made extensive alterations to his large store and has installed double display windows in each department, which add greatly to the appearance of his establishment.

John Glossop, an old Perth boy, who has had many



WHITE CANVAS BAL, WITH BLACK FACING ON EYELET ROW, VAMP AND HEEL FOXING. A NEAT COMBINATION IN BLACK AND WHITE—BY KINGSBURY FOOTWEAR CO.

years experience in the shoe branches of department stores in several large cities, has been appointed assistant to G. H. Ansley, manager of the Perth Shoe Co., Perth, Ont., and has entered upon his new duties.

Starks' shoe store, 566 Granville street, Vancouver, are presenting to their patrons handsome pictures of the im-

posing Canadian building at the Panama-Pacific Exposition, San Francisco, Cal. The Canadian edifice is the most artistic and impressive of any on the grounds.

The many friends of Chas. L. Owens, manager of the Royal Shoe Co., Toronto, will sympathize with him in the death of his father, W. W. Owens, which took place recently in Toronto. Mr. Owens resided in Peterboro for a number of years previous to removing to Toronto.

McKeen-Ingledew Shoe Co. is the style of a new store which is opened at 666 Granville street, Vancouver. C. E. McKeen formerly conducted shoe stores on the Coast and Mr. Ingledew was in his employ. The front of the new establishment is one of the finest and most attractive in the

Wilfred Richardson, a popular young man and a former resident of Seaforth, Ont., passed away in Brandon, Man., recently, after an attack of typhoid fever. He worked in the shoe business up to the time of his fatal illness. He was a well known athlete, playing lacrosse, football and hockey.

In the window of S. R. Hayball's shoe repair shop, 788 College street, Toronto, is a card bearing the words, "Boy or Girl. To each 25c. worth of shoe repairs one new King George cent." Hundreds of these bright, new coppers lie heaped together in a large box awaiting the lucky claimants.

The Perth Shoe Co. believe in having attractive and artistic surroundings, and the lawn in front of the factory in Perth, Ont., has been set out with plants and shrubs. Much attention is devoted to the grass and flower beds, and the clean, tidy environs add to the general appearance of the factory.

The new office of the United Shoe Machinery Co., in Berlin, Ont., will be open and doing business there about June 1st. The company state that the office will be operated at first as a small branch and a portion of the Toronto staff may be transferred there. Berlin is certainly growing very rapidly as a shoe centre.

Recent advices received by Toronto dealers in findings are to the effect that mohair laces have been advanced again, the latest increase being from fifteen to twenty per



FRENCH STAGE LAST, BUTTON, PATENT FOREPART AND FOXING, PUTTY KID TOP AND LEATHER CUBAN-LOUIS HEEL, BY J. & T. BELL, LIMITED.

cent. Dyes are costing the manufacturers thirty per cent more and tipping metal has gone up one hundred per cent., which accounts for the augmented prices.

There has been considerable talk within the past few days of new orders being placed in Montreal for army shoes. Nothing definite, however, has occurred, although it is expected that important announcements will be made in a very short time concerning the subject. The orders

will be from the Canadian Government, and if placed with Canadian factories, will surely be a practical assertion of restored confidence in Canadian made boots.

Mark Mundy, who has been in the retail shoe business for many years in Galt, has just moved into a handsome new store at 47 Main street. The front is an exceptionally attractive one and the interior is bright, well-lighted and admirably arranged. Mr. Mundy has now one of the nicest footwear establishments that could be desired.

J. T. Lawson, of Regina, Sask., has purchased the fixtures and taken over the lease of the Parrott Shoe Co. in that city. He will continue his first store at the old stand, thus conducting two establishments in the Capital city. Mr. Lawson is a former resident of Orangeville, Ont., who has built up a splendid business in the West during the past few years.

Amongst other firms which have installed the new U.S.M. Louis heel trimming machines are Getty & Scott, Galt, Ont., and the Minister, Myles Shoe Co., Limited, Toronto. Both firms state results have been more than satisfactory. The U.S.M. Co. claim this machine puts the work on a much more economical basis than when other machines are used.

The new side lace shoe for women is being shown in many artistic colors and combinations of leather and cloth, such as bronze kid forepart and nigger brown top, black and white, fawn, grey, etc., but no one in the trade seriously expects that the side lace will be a big seller. It is looked upon as a novelty, and as such, a number have already been disposed of by leading shops.

Montreal shoe manufacturers in general are fairly busy at present. In fact, there are some Montreal makers who are unable to fill orders, so quickly are they coming in. One firm state that for every order for thirty pairs they are only able to ship about ten pairs. This, of course, is an exception, but nevertheless goes to show that conditions are rapidly reviving in the shoe trade.

Harry Steel, superintendent of the Solid Leather Co., Preston, Ont., was in Toronto last week on business. The company have been very busy during the past few weeks working nights and are planning to increase their capacity by 50 per cent., by building a new engine house 50 x 20 feet, thus giving the space now taken up by the power department over to manufacturing purposes.

A. R. Trudeau, formerly manager of the Brockton Shoe Stores, Toronto, is now associated with his brother, G. J. Trudeau, 385 Ontario street east, Montreal, who represents the Lionne Varnish and Leather Co., Limited, and various other concerns, and handles a general line of shoe findings in that city. Mr. Trudeau is succeeding well in his new position of salesman and general assistant.

The Guelph Tire and Rubber Co. has been granted a charter, with a capital of \$350,000 and headquarters in Guelph. Among the incorporators are Archibald Orr, J. H. L. Patterson, Gideon Grant and Frank D. Law, of Toronto, and C. R. Miller, of Berlin. The company is empowered to purchase the business and property of the Independent Tire Co., Toronto, Limited, and to manufacture, purchase and deal in all goods in which rubber is a whole or constituent part.

Getty & Scott, Limited, of Galt, are turning out a large number of side lace shoes in a variety of pleasing patterns, in cloth and other combinations. Two or three particularly striking models are bronze kid and bronze cloth top, a patent with putty kid top and a patent with Champagne kid top, as well as the usual lines of fawn, sand, battleship grey and other prevailing colors. Most of the offerings carry the leather Louis heel.

The new and enlarged premises of the Factory Shoe

Store in St. Catharines, were re-opened recently. New fixtures, silent salesmen and rugs have been placed in position while the interior is decorated with natural palms, ferns and flowers. The store is lighted with several new nitrogen filled, Tungsten 1,000 candle power lamps, and the shelves have been laden with an entirely new stock. On the re-opening day several bunches of American Beauty roses were given to lady visitors, while pipes were presented to the men. Music was supplied in the evening by a special orchestra.

Among the shoe travelers who were recently in Vancouver, were: W. E. Shortt, of the Kingsbury Footwear Co., Montreal; Geo. Ferguson, of the Hartt Boot and Shoe Co., Fredericton; J. Adair, the Rock Shoe Co., Quebec; F. J. Lashbrook, Galt Shoe Co., Galt; F. Smith, of the John Ritchie Co., Quebec; M. L. Savage, Tetrault Shoe Manufacturing Co., Montreal, and J. A. & M. Cote, St. Hyacinthe; Mr. Jarvis, the Murray Shoe Co., London; G. Wardsworth, of L. H. Packard Co., Montreal; F. A. MacFarlane, of E. T. Wright & Co., St. Thomas, and H. E. Wettlaufer, of Chas. A. Ahrens, Limited, Berlin.

One of the largest orders ever given in the children's shoe line was placed last week with the Hurlbut Co., of Preston, Ont., when P. Jacobi, of Toronto, selling agents for the welt shoes made by the Hurlbut Co., placed an order for ninety thousand pairs to be delivered within the next twelve months. Including the Pussy-Foot and soft sole lines, the order reached in all one hundred and forty thousand pairs, and to turn out the large consignment within the allotted time the capacity of the Hurlbut plant will be increased by the erection of a new factory, plans and specifications for which have already been prepared.

A new price list in connection with rubber footwear has gone into effect, the placing order season which ex-

tended over the past two months having passed. All the companies report that a very satisfactory business has been done in early bookings and in some instances the volume will be ahead of the corresponding period of last year. There has been little or no price cutting and conditions all round have been up to the mark. In the amended price list the increase will average about five per cent. Some lines have been advanced more than others. In men's gum boots and duck goods for lumbermen the advance is about ten cents per pair, and on leather tops a similar jump is reported. In cashmerettes the increase shows from nine to ten cents per pair, and in the Jersey line from five to ten cents. In men's plainovers and women's croquets the average raise is from three to five cents per pair, and on second quality goods in the foregoing ranges augmented quotations are from two to five cents. These prices will prevail for sorting orders and on business that has not already been placed for the coming season. The new figures went into effect this week.

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents. Cash must accompany all orders.

SHOE TRAVELER wants reliable manufacturer's line for Maritime Provinces, on salary. Holds good connection. Apply Box 96, SHOE AND LEATHER JOURNAL, Toronto.

WANTED—To hear from owner of good clothing and furnishing goods store for sale. Send price and particulars. D. F. BUSH, Minneapolis, Minn.

HEEL CUSHION



The most comfortable and durable heel cushion made. A soft bed for sore heels. Removes the jar when walking. It has a small tack-like point that sinks into the insole, preventing it from slipping out of place. Made in five sizes.

TOE STRATE



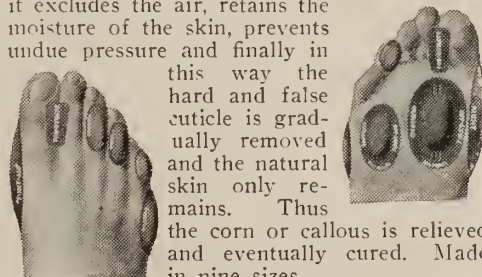
For the relief and cure of that most common of foot troubles, crooked or overlapping toes. Relieves the pressure on soft corns formed between the toes. Made in three sizes.



FOOT SPECIALTIES

"CUROPAD"

For the relief of hard and soft Corns, Bunions and Callouses. Applied to the calloused part it excludes the air, retains the moisture of the skin, prevents undue pressure and finally in this way the hard and false cuticle is gradually removed and the natural skin only remains. Thus the corn or callous is relieved and eventually cured. Made in nine sizes.



Canadian Arrowsmith Mfg. CO. LIMITED
NIAGARA FALLS - - ONTARIO

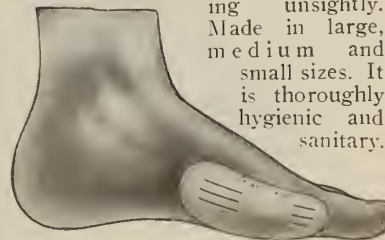
FOOT POWDER

A medicinal deodorizing, antiseptic powder that keeps the feet cool and dry. Stops the rubbing of the foot in the shoe; cures tender, swollen, perspiring feet. Put up in can with shaker top, convenient for sprinkling in shoe or stocking.



BUNION SHIELD

As a relief from the pain of bunions and enlarged great toe joint the "First-Aid" Bunion Shield has no equal. It gives relief by removing all friction and pressure on the joint. It also prevents the shoe from bulging out and looking unsightly. Made in large, medium and small sizes. It is thoroughly hygienic and sanitary.



MADE IN THREE SIZES



J-614-C

\$2.60

Women's welt overlap oxford, Belmont last, "Putty" cloth top, circular fox, patent vamp, narrow patent lace and top stay, short vamp, leather half-Louis heel.

AA, 4 to 7; A, 3 to 7; B, C, and D, 2½ to 7.



J-414-B

\$2.25

Women's flexible McKay oxford, Stage last, Grey cloth top, patent vamp, circular fox, narrow patent lace stay, short vamp, leather half-Louis heel.

B, C, and D, 2¼ to 7.

Oxfords With Cloth Tops

Cloth toppings are the accepted and expected thing in to-day's footwear.

These four styles are claiming their share of popular attention everywhere.

This means a good, popular business for the retailer who has them.

They will do their duty by your customers and prove profitable merchandise for you.

If you have not received our stock catalogue, ask for one to-day.

UTZ & DUNN CO., Rochester, N.Y.

J-614-D

\$2.60

Women's welt oxford, Versailles last, "Sand" cloth top, patent vamp, circular fox, narrow patent lace and top stay, short vamp, leather half Cuban-Louis heel.

AA, 4 to 7; A, 3 to 7; B, C, and D, 2½ to 7.

J-614-J

\$2.50

Women's welt oxford, Regent last, black cloth top, patent vamp, circular fox, narrow patent lace and top stay, short vamp, leather half-Louis heel.

AA, 4 to 7; A, 3 to 7; B, C, and D, 2½ to 7.



Weston's Shoes

"Best to Wear"

Dear Editor:

Our poet did not approve of the way that you crowded his effusion into a small corner last month. He says he is not going to have his light put under a bushel in that way, and, in fact, felt quite hot about it. As it states an important truth in a very concise way, perhaps you had better repeat it.

W. S. Co., Limited

Do you know the reason why
Weston's Shoes are "Best to Buy"?
Here's the reason, mark it well,
Weston's Shoes are "Safe to Sell"



No. 2186

FOR LADIES

DIAMOND SHOE
QUEEN CITY SHOE

FOR MISSES
AND CHILDREN

CANADIAN GIRL

☞ Any shoe stamped Weston, contains a maximum of Durability, Comfort, and Style and a minimum of complaints and explanations.

☞ After selling your customer a pair of Weston's Shoes you feel a certain satisfaction. You have added an item to the sum total of the world's pleasure and comfort, you have given honest value for money received, you have made a friend as well as kept a customer.

☞ A business built up in this way has all the elements of solidity and will endure.

Some folk think that Palm Beach Cloth Shoes have passed their meridian. We received telephone and letter orders yesterday for 505 pairs. We have the Bal., as illustrated, in stock at \$2.45. If you can use any, write us. You will like them, if not, return at our expense.

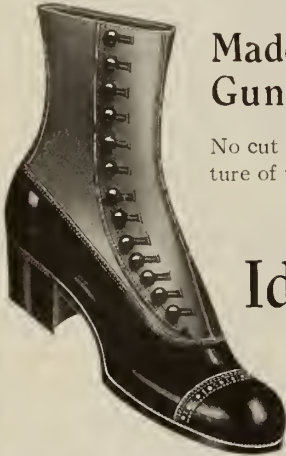
Weston Shoe Co., Limited
Campbellford - - - - - Ontario

For Your Juvenile Dept.

there is no line that will give you such consistently good results as

THE *Ideal* SHOE

The Ideal is a bench made shoe in which are embodied more selling points than are found in any other juvenile line. It is a shoe that you can confidently recommend, both for appearance and wear, and one whose everyday good service will tend to enhance the good reputation of your store.

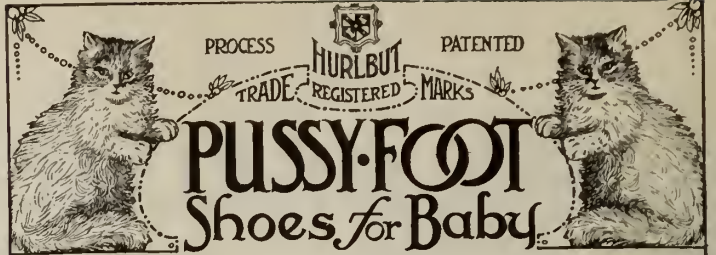


Made in Patent, Box Calf, Gunmetal and Dongola

No cut off tips are used in the manufacture of the Ideal Shoe.

The **Ideal Shoe Co.**
LIMITED

Elmira, Ont.



The New Soft Sole PUSSY-FOOT SHOES

for the "little ones" are genuine welts, with a nice, soft Cushion Insole. They are noiseless, and won't slip on hardwood floors.



Sizes 1-4,
Retail for
\$1.25

A Child could go Barefoot in a HURLBUT WELT shoe and never miss the Stockings

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

If
you want the
best material
and workman-
ship ask for



No. 14—10 in. leg

John Bull Larrigans and Leggins

Made by

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



Robin Bros.

LAST MANUFACTURERS

135 Carriere St. - MONTREAL

L. E. ROBIN, SOLE PROPRIETOR

The special attention of manufacturers is directed to the above last. Note the interlocking wood lips, which ensure its rigidity in use. Porter's Spring and Plug Device is the one used. This last has made a hit in leading factories. You need it if you want a rigid last.

We are also makers of the only PRACTICAL metal hinged Follower. Write for a sample and our prices.

"You save money if you buy from Robin Brothers."

ESTABLISHED 1898

THE Robson Leather Co.

LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

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MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

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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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STITCHDOWN SANDALS
MADE IN CANADA



Trade Mark
Mayer

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Goodyear
Stitched
Staple Reinforced

OUTDOOR SPORTING
SHOES - INQUIRE
FOR PRICES.

Your best guarantee for non-ripping

Th. Mayer, 624-626 St. Paul St., 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.



"Made-in-Canada"

F. BLOUIN, REG.

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

Protect Your Credits

See that your travelers are provided with Dun's latest edition of the Reference Book. Ready now for delivery. There are thousands of changes made in ratings, styles, etc., each issue, and it is highly important that your representatives carry an up-to-date book.

Travelers' editions, bound in sections to suit territory, are now ready for delivery, and orders for same will receive prompt attention.

R. G. DUN & CO.
The Mercantile Agency



THE
AHRENS
SHOE



Think of what This means to You!

Because we are carrying \$30,000.00 worth of made up shoes in our stock room all the time, comprising all sizes in over eighty different styles, you are assured of **QUICK SERVICE**. All goods our own make and carrying our own guarantee of **SOLID LEATHER**. Best Wearing Quality. A dozen pairs or more will be cheerfully made up to your own specifications.

NO OTHER HOUSE CAN EQUAL THIS.

Men's, Women's, Boys', Misses', Youths',
Girls', Gent's, Children's in McKays,
Standard Screw and Riveted.

Send for List of Lines Always in Stock.



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AHRENS
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BERLIN, ONT
Manufacturers of
Solid Leather Shoes





Pat. Military Bal., Sand, Putty or Cheeked Top, Spool Heel, Last 57, C. and D.



Wos. Pat. Colonial, Leather or any Cloth Quarter, Spool Heel, Last 56, Widths B.C.D.



Pat. Military Button, Sand or Putty Top, Spike Heel, Last 58, C. and D.

In the matter of Women's Shoes for Fall

have you decided to buy down to a Price or up to a Standard?

There is more foresight being used to-day in shoe buying by both consumer and retailer than ever before. Conditions demand it.

In forecasting for the fall business we were of the opinion that a large percentage of the frills would and should be cut out, that the side lace, the back lace and the Russian Cossack boot would not be at home in Canada this coming fall and winter.

Therefore we built our samples up to a standard—good shoes, style, comfort, good fitters, regular “old pals” for discriminating women.



Growing Girls' Pat. Butt., Cloth Top, Low Heel, Last 59, C. and D.

SEE OUR SAMPLES

before placing your fall orders—you can't afford to pass us up. We build shoes to stand up—we want the business.

C. N. W. Shoe Company

LIMITED

LONDON, ONTARIO



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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THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KIND

321 AIRD AVE.

MAISONNEUVE - - - MONTREAL

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
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Leicester, Eng.

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We are Headquarters for all Finishes,
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36 and 38 Spruce Street - NEW YORK, U. S. A.

Branch: 54 South Street, BOSTON, MASS.

“KHAKI”

Colored Glove Horsehide

This new soft green color is now added to our regular line and Khaki Horsehide has all the desirable qualities which have made P. & V. Glove Horsehide so well known.

Samples on request

PFISTER & VOGEL CO.

85-87 South Street = = Boston, Mass.

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
Wood & Baggs, Room 3 Athena Bldg., 163 1/2 Church St., Toronto, Ont. M5484.

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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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321 Aird Ave., Montreal, Que.
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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

PACKARD'S SHOE CLEANERS

For White Canvas Shoes, Belts, Etc.

Our No. 5 White "O" In Zinc Boxes

is a very popular article. It gives a PURE WHITE finish. Easily applied, Economical to Use. A Uniform White.



For Cloth Top Boots—All Colors

Packard's Clean "O" Put up in 5 oz. Bottles to retail at 25c.

is unsurpassed for cleaning Silk or Cloth Top Boots, Shoes or Dancing Slippers.

Also Art Gum In 10c. and 25c. sizes.

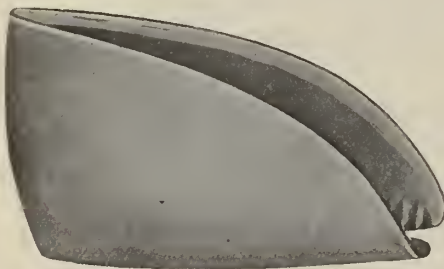
Art Gum is a dry cleaner that is used to rub the dirt or dust off the article to be cleaned. It is used by artists for cleaning Pictures, Drawings, etc.

L. H. PACKARD & CO., LIMITED

"Packard's Shoe Polishes"
MONTREAL

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SAMPLES AND
PRICES

GENUINE FIBRE COUNTERS
NOW "MADE IN CANADA"

EQUAL TO THE BEST

Our new line is a thoroughly "Made in Canada" one. The fibre board used in making up the counters is manufactured by us at Chambly Canton (near St. Hyacinthe) so that not even the raw material we use is imported.

Our Fibre Counters are Guaranteed to Out Wear The Shoe.

Duclos & Payan FACTORY AND OFFICE: ST. HYACINTHE, P.Q.
STORE: 224 LEMOINE STREET, MONTREAL.

Tanners of Chrome Side Leather, Box Sides, Velours, Matt and Waterproof Sides, Chrome Soles.

Established Over Half a Century



TAP SOLES

For real solid wear, vat tanned Hemlock Sole is the cheapest thing on the market today. We have not yet advanced the prices of Taps and will still accept orders for early delivery, on the old list.

Our Specialities :
Hemlock and Oak Sole Leather.



THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

ONTARIO



SIDE LACED SHOES ARE EASY TO PULL ON AND TAKE OFF

THE return to laced shoes, which are so much in evidence at the present time, marks an interesting epoch in the history of shoe styles, for seldom, if ever, has a change come with such violence or at a time when conditions were so much disturbed. The change is all the more remarkable inasmuch as it is generally understood to have come in the face of a wide-spread and well-financed propaganda made in an endeavor to continue the button shoe indefinitely in favor. Nothing but a strong public demand and a complete realization of the advantages of the laced shoe could have brought about such a shoe.

The present multiplicity of designs and materials is largely influenced by the leather market, but it is hardly more confusing than that which attended the change to buttons years ago. The present change, which began with the blind eyelet, an unreliable method of fasten-

ing that simply expressed the desire for change, has now reached the No. 3 special eyelet stage, but with the settling down of styles and the resumption of normal conditions there is bound to come a return to the beautiful and sensible No. 2 eyelet, a size that permits the use of a lace of reasonable width.

The present popularity of the side laced shoe is an interesting sidelight on the general situation. The ease with which this style of shoe can be put on or taken off precursus the prediction that this will have an extensive sale. Some very handsome samples are being shown at the present time.

It is a matter of congratulation that the Diamond Fast Color Eyelets are made in such a variety of shades that they combine superbly with the present vogue for greys and neutral colors in shoe tops. They are strongly in evidence at the present time.

We Progress Through Change

If the shoes you are handling now are good shoes, and a shipment purchased from us should prove more satisfactory, wouldn't you progress through change?



Patent Pump, Grey Suede
Quarter, Plain Toe,
Louis Heel

Sizes 2 to 7, A to E.

A little out of the
conventional for
street wear but uni-
que and comfortable
for summer :: ::

You have been negligent on shoe knowledge
if you have not become acquainted with the
characteristics of Smardon Shoes. :: ::

SMARDON SHOE COMPANY Limited

Montreal

MAY 15, 1915

PUBLISHED TWICE A MONTH

THE SHOE & LEATHER JOURNAL



Plaza effect bal, sand cloth top, patent vamp and
foxing, triple stitched tip, double facing
on eyelet row



WOMEN'S PATENT MILITARY BAL, SHEPHERDS' PLAUD TOP. LOUIS HEEL. GOODYEAR WELT.

The samples shown by our traveling staff, represent, above all question, the best, strongest, and most profitable Women's \$4.00 retail proposition offered to the trade—and they are all

GOODYEAR WELTS

PERTH SHOE CO.
LIMITED

Manufacturers

Perth :: Ontario



“Ritchie Service”

IN-STOCK DEPARTMENT



No. 2

No. 5870
Gun Metal Calf Bal.

No. 6000½
Mahogany Calf Bal.

IMMEDIATE DELIVERY

THE *JOHN RITCHIE CO.* LIMITED
QUEBEC

Goodyear Welts Exclusively



Sport — — Shoes

Sort up from the jobbers listed below, who carry full stocks of the famous Independent Lines—



BULL DOG AND ROYAL

We manufacture Sporting and tennis Shoes in all styles at prices to suit all demands. You will find that every shoe bearing The Independent mark is the best value in sporting shoes obtainable at the price.



Our Representatives Are:

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.
The 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**



Use the
Brandon

21-day

Delivery

Service



“ FRENCH ”

BRANDON SHOES are good shoes and you can always get them quickly. Just simply order what you require, by phone, wire, letter or through our salesmen, and your shipment will arrive within 21 days. We guarantee it.

Our branded lines are high up among the fastest and steadiest sellers, by reason of their unvarying quality.



“ REO ”

“ Monarch ”
 “ Brandon ”
 “ Dr. Brandon ”
 Cushion Sole

The Union Stamp



on Every Shoe

The BRANDON SHOE Co.
 LIMITED

BRANTFORD - ONTARIO



REGAL SHOES



Regal Styles are Genuine "Custom" Styles

The style-supremacy of Regal Shoes, acknowledged the world over, rests upon our quickness to reproduce the pre-advanced "custom" lasts from three to six months ahead of other manufacturers.

Through the Regal Stores in London and New York we catch the first whisper of a new style, and it's "in-stock" almost before it's "in-fashion."

Regal Shoes are Made in Canada. We confine them to One Authorized Dealer in a town. If you are the man, write for our plan.

35 Regal Styles Always In-Stock. Shipment goes out the day your order comes in. Simply address

REGAL SHOE CO., LIMITED

In-Stock Department

102 Atlantic Avenue - - Toronto, Ont.



“PARIS” MODEL

Character is expressed in one's handwriting, speech, manner, dress—outward indications of the inner man.

A shoe is similarly judged. Be it most honestly made, quite unusual in value—without graceful lines, artistic appearance, expert finish and snug-fitting qualities it would be almost unsaleable.

All BELL Shoes, like the above Paris Model, measure up to the most critical standard in character.

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.”

Tetrault
Always Has It First

You Want any Goods Rushed?

OUR SYSTEM will do it to
the day promised in exactly

THREE WEEKS' TIME

We have been leaders in the new styles
this season and are still ahead.

Our Spring Samples will be ready for
your inspection the first week of June.

Tetrault Shoe Mfg. Co.

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

331 Demontigny St. East :: Montreal

CLASSIC NOVELTY STYLES IN TREMENDOUS DEMAND

There's no longer any doubt of the fact that the shoe dealers of Canada are looking to the "Classic" line for smart and saleable novelties in shoe styles.

The business we are doing in novelty styles for women and children is really *marvellous*—no other word will adequately describe the way in which our summer specialties have "taken on."

3,000 PAIRS DAILY

is, you will admit, "*some output*" for a single factory. But that is what our output will soon be. Our present output of 2,500 a day has been found unequal to the constantly rising demand for "CLASSIC SHOES."

The women of Canada want smart *styles* in footwear. They want "snap and sparkle" and they are realizing that they can get it from the store that sells "CLASSIC SHOES" just as surely as if they took a special trip to the exclusive footwear parlors of New York.

What About It?

Are you in line with the more progressive element, Mr. Dealer? Are you handling "CLASSIC SHOES"? If not, make a beginning by examining the Fall range for 1915. You will never regret doing so.



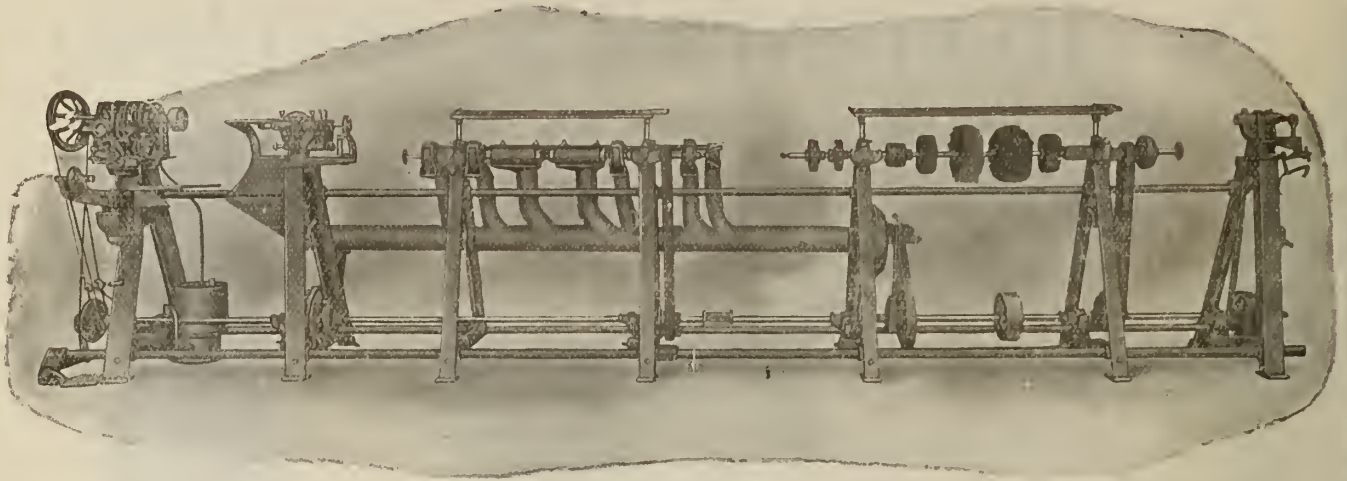
Welts—\$3.00, \$3.25



Black and Chocolate Kid
75c.—2—5. \$1.00—4—7½

GETTY & SCOTT Limited
GALT 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

IS IT SERVICE YOU WANT?

Then we can give you A1 Satisfaction because we have the facilities.



We are the largest exclusive manufacturers of Women's Shoes in the Dominion, having reached this stage through the popularity of our lines.

Therefore, we have put ourselves in a position to meet every demand of the trade, and wish to inform you that the immense Kingsbury factory is at your service. And we mean what we say. When you place your order with our traveller you assure yourself of highest class service and most prompt specified delivery.



“KINGSBURY” and “AMERICA'S BEAUTY”

lines this season are the best we have ever turned out, and your customers will recognize the fact.

At the present time, the stylish, up-to-the-minute shoe at a popular price is the one most easily sold. These features are the chief characteristics of “KINGSBURY” and “AMERICA'S BEAUTY” brands. Moreover, they wear.

Illustrated herewith are three snappy models. They are selected at random from the widest range we have ever shown.



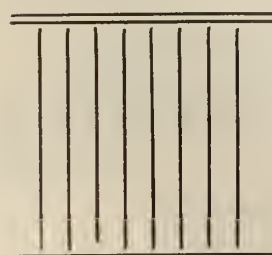
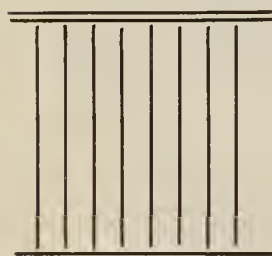
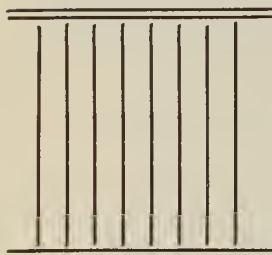
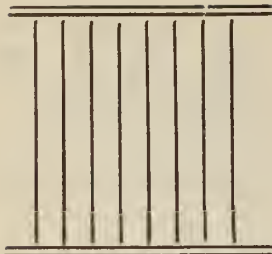
IF YOU HAVE NOT YET JOINED THE RANKS OF SATISFIED KINGSBURY RETAILERS DO SO NOW.

Kingsbury Footwear Company

Specialists in Ladies' Footwear

LIMITED

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



SOME FEATURES OF OUR 1915 FALL RANGE

1. A large range of new lasts and patterns.
2. A strong new line of viscolized sole shoes.
3. A greatly increased range of skating and hockey boots.

These are only a few of the many features that characterize our 1915 Fall range. Because they are different, AMES-HOLDEN-McCREADY shoes will be more popular than ever.

HAS OUR TRAVELLER CALLED ON YOU YET? DON'T PLACE YOUR ORDER TILL YOU HAVE SEEN OUR FALL SAMPLES.

PROFIT BY OUR IN-STOCK DEPARTMENT

A moment's consideration will convince you of the service this department can render by keeping your stock down to a minimum through its use. You could not do this if you did not know that you can depend absolutely upon the prompt attention and courteous consideration our IN-STOCK department can give as well as the satisfaction which is guaranteed.

DROP US A LINE TO-DAY TELLING US OF YOUR NEEDS

Canada's Largest IN-STOCK Shoe House

Ames-Holden-McCready, Limited

MONTREAL

ST. JOHN

TORONTO

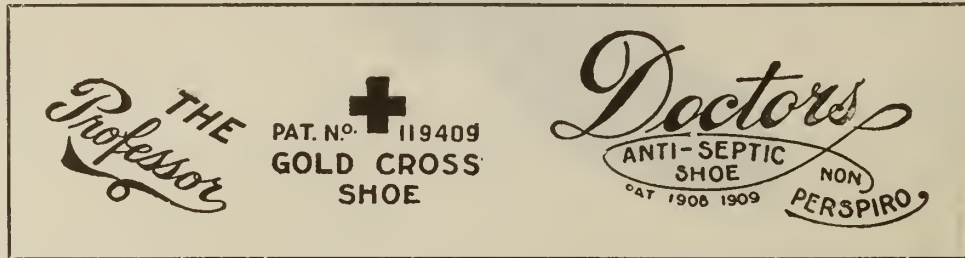
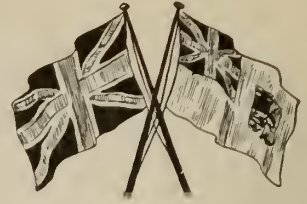
WINNIPEG

EDMONTON

VANCOUVER

MADE-IN-CANADA

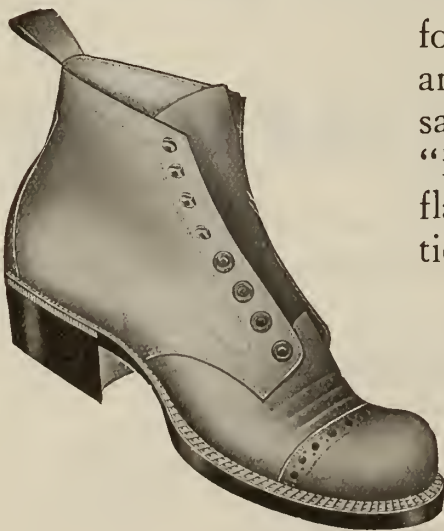
*Not a neater or more comfortable
line of shoes made in the world*



You'll find very few male feet that either the "DOCTOR'S" or the "PROFESSOR" shoe can't fit. They are made on lasts that conform perfectly to the contour of the foot. Their patent health features make them particularly acceptable to your "cranky" customers.

And, moreover, these shoes have made their reputation. They are not experiments—far from it. For years they have been giving foot-comfort to men in all parts of Canada and making money for the dealers who have sold them.

ASK YOUR JOBBER



for the only genuine "DOCTOR'S" and "PROFESSOR" Shoes—don't be satisfied with any substitute, for while "imitation" may be the "sincerest form of flattery," it does not follow that the imitation has the peculiar virtue of the original.

If you have not been selling these famous brands heretofore, begin by including them in your Fall placing order. You will have reason to congratulate yourself later on.

The Tebbutt Shoe & Leather Co., Limited
THREE RIVERS, QUEBEC

J. EINSTEIN, Inc.

NEW YORK

Open Canadian Branch

Because of the growth of their business, and their desire to give manufacturers a finer service, and better prices, J. Einstein, Inc., New York, Shoe Fabric Specialists, have opened this branch. As a result Canadian shoemakers will have

The Pick of the World's Shoe Fabrics at a Better Price

than if they had to buy in the United States and pay the duty.

For the beginning a range suitable for the entire Canadian trade will be carried. Gradually the complete Einstein line will be stocked.

Every maker of shoes knows Einstein shoe fabrics and will appreciate the advantage to the manufacturer of a Canadian branch. A backing factory will be operated also. Paul Roy will be Canadian Manager.

J. EINSTEIN, Inc.

Shoe Fabric Specialists

153 Notre Dame St. W. - - Montreal

Aird McKays and Turns

Jobbers find that the Aird samples always contain the latest models, and they know that the shoes are made with a care that bespeaks expert shoemaking—the result is that every order which leaves the factory gives entire satisfaction.

Jobbers' Inquiries Solicited

AIRD & SON - MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

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 Robson Leather Co. LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

For Men--

**“Murray-Made”
and “Derby”**

For Women--

“Cleo”

(In Welts and McKays)

YOU can spend a lot of money on advertising and can get a whole lot of new customers into the store that way ; but it takes the *quality* to keep them coming.

The beauty of any Murray Shoe is that it works hard for the dealer who sells it.

There never was a pair of Murray Shoes shipped out of our factory but what would reflect credit upon the dealer who sold them.

They are smart—none more so.

At the same time they are easy.

And there is honest workmanship in every detail.

People talk about Murray Shoes because they are worth talking about—they are uncommonly good.

The Murray Shoe Co., Limited
LONDON, ONTARIO

Montreal Branch

SOLE FRANK J. McKENNA AGENT

Read Building, St. Alexander and Jurors Streets

BUY IN CANADA

We announce to the Canadian Shoe Industry the opening of our

UPPER PATTERN DEPARTMENT

of fine shoe patterns, and we desire to serve each individual shoe manufacturer by producing Upper Patterns as good and better than those you have been buying elsewhere. Let us help you design your new styles.

UNITED LAST COMPANY, LIMITED

MONTREAL, P.Q., CANADA

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited

NEWMARKET ONTARIO

The advertisement features a decorative border with maple leaves. At the top, it says 'MADE IN CANADA'. The main text 'Dominion Calf' is in a large, elegant script. Below this, it reads 'FLAWLESS QUALITY ALWAYS UNIFORM'. The central image is a circular map of Canada with a cow standing on it. The map is labeled 'DOMINION OF CANADA' and shows various provinces and regions: 'WESTERN CANADA', 'ALBERTA', 'SASKATCHEWAN', 'ONTARIO', 'HURON BAY', 'U.S.A.', 'NORTH ATLANTIC', and 'WEST ATLANTIC'. At the bottom, the company name 'Davis Leather Co., Limited' is written in a bold, serif font, followed by 'NEWMARKET ONTARIO'.



SIDE LACED SHOES ARE EASY TO PULL ON AND TAKE OFF

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28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



Now is the time
to show

FLEET FOOT

SHOES
in your window

=====
This
Attractive Display
was furnished
FREE
with your Placing
Order

=====
Now is the time
to show it!



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" 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, 373 4th Avenue
Quebec Office, 610 Rue St. Valier.

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

Vol. XXVIII. No. 9

TORONTO, MAY 15, 1915

\$1.00 Per Year — In —
Advance
Foreign Subscription, \$2.00

How Retailers Use Newspapers to Build Up Trade

Bright Announcements to Present Information on the Season's Styles and Special Offerings—Attractive Cuts and Plenty of White Space Make the Appeals Effective—Suggestions on Undertaking a Publicity Campaign—The Pulling Power of Earnest, Well Planned Use of Printers' Ink—Co-operation With Local Publishers

Throughout the various provinces of the Dominion, shoe retailers are more and more making use of the local papers to call attention to changes in styles and what they have to offer in the way of seasonable and snappy footwear. Many of the announcements are bright, interesting and instructive. Good cuts are employed in the majority of instances, and short descriptions given of the distinctive points of the new models.

To pay the retailer, advertising must be undertaken in a thoughtful, earnest and well-planned manner, and not in any slipshod, haphazard way. Advertisements should be changed frequently. They should not be too crowded, and plenty of white space should be left around the name of the firm, the illustrations and the caption of the ad. Progressive dealers always learn a great deal from the other fellow, and are interested in what he says and does. It does not pay any retailer to hand out a sack of money in payment for newspaper publicity without having first in mind what he is going to do, or just how he hopes to accomplish the end, which is naturally more trade, and to establish himself and his business on a firmer and more widely recognized basis with the public. The local publisher will co-operate with you and offer many helpful hints and timely suggestions.

To effect adequate returns advertising must have as close supervision and study as the matter of buying, stock turnover, profit figuring, store arrangement, or any other problems that vitally concern the dealer. The reading matter in whatever space is used, be it large or small, should be changed frequently. It should be timely and interesting, for the best definition of advertising is salesmanship in print, and the proper way to go about presenting new styles, or staple ones for that matter, is to give a short talk and introduce the salient features of the goods, very much after the same manner as when waiting upon the average customer. No shoe retailer should expect that he is going to have a great rush to his establishment after the insertion of a few notices in the daily or weekly press or spending a few dollars in publicity. The effect of advertising is that it creates a steady, though often imperceptible pulling power and adds to the prestige and character of a store, until it is firmly entrenched in the minds and confidence of the people.

Money and Energy to Bring Results

It is only in price slashing sales, sensational shouting or some other screeching and screaming campaigns that a crush

is seen like that around a free moving picture show or a pugilistic encounter on the thoroughfare. Too many retailers consider the pros and cons of making shoe advertising pay, and will look at a dollar twice before they spend it, and sometimes then regret that they did not put it in their pockets. It takes money and energy, as much of one as of the other, to advertise effectively, and again, there are those who never try newspaper advertising, due to a lack of either the first or the last mentioned requirements.

Retailers who have and are willing to spend money in advertising can, by co-operation with the local publisher and reading the articles on the subject which appear from time to time in the SHOE AND LEATHER JOURNAL, get good value for their outlay. They must not expect to see an immediate increase in business or in instantly direct returns, unless they are clearing out odds and ends, or have some great bargain sale. We are speaking now of advertising under normal conditions—of where a man has a regular line or new goods about which he desires to inform the public, and make them acquainted with his store, his stock and his service. If he does this, he will secure returns in the course of time.

It is not necessary for a man who insures his house and pays ten dollars premium for a policy protecting him for three years to burn up the place to secure the value of his insurance, or when going into a restaurant where a generous table de hote dinner is served for fifty cents, to devour everything on the bill of fare, in order to get his money's worth. In the same way, it is not necessary to compute the returns from advertising on the basis of the dollars immediately taken in. Advertising rightly placed and properly looked after builds up trade on sound, progressive, permanent lines.

Bright Appeals for Business

Here are some attractive announcements, containing arguments and sane, well worded selling talks, clipped from the newspaper advertisements of live footwear merchants in various centres, big and little. In the majority of instances the advertisements are well displayed typographically, nice shoe cuts are used and prices are stated to give the reader an idea of what the styles presented sell at. It is good business to indicate individual prices or a range of prices in certain lines on which the retailer specializes.

Shoes and Service—When you enter a shoe store you like to feel that you will receive quick, courteous attention; that the assistant who serves you will have a thorough know-

ledge of the stock on hand, of the new styles and also a grasp of what intelligent shoe-fitting is. You like to feel further that you will be shown the very newest lasts, but that nothing will be forced on you against your will. You will find just such a shoe store here, a shoe store with the qualities mentioned, plus pleasant surroundings and plus popular prices.—A. E. Matheson, The Bootery, Victoria, B.C.

We can fit any foot that enters our store under our new system of sizing. We are able to fit all kinds of feet, big and little, long and slim, extra large broad feet, short and chubby ones, and in all styles too—button, lace and blucher, as well as all sizes in each style—in all dependable leathers—patent, gun metal, tan and brown—are now on our shelves waiting for you to come in and try them on. Best range of working men's boots to be found in the West. Our prices will suit you. Now is the time to get a shoe you can depend on for wear.—A. E. Wild, Melfort, Sask.

1915 spring beauties—New shoes to go with new raiment. New fashions in footwear now on display. See our window. Grey and sand tops are popular. You get your money's worth when you buy your shoes here. We have been studying this proposition for years.—Fred. R. Foley, Bowmanville, Ont.

Be more careful when you are buying your spring footwear. See that they fit you nicely. We lay special stress on our ability to fit you correctly. The harder you are to fit, the more you will see the necessity of coming to us. The cream of Canadian footwear is in our store for your renewed approval. Men's boots, ranging from \$2.50 to \$7.00; only the best at the price. Women's boots, ranging from \$2.00 to \$5.00; the latest designs and materials. Pumps, slippers and Gaby's.—Geo. A. Meloney, North Sydney, C.B.

The Classic shoes for women show all the new and latest touches in shoemaking, in the new gaiter effects, carrying spool or Louis heels, price, \$3.50. Misses' and children's Classic shoes, made in the culture models, scientifically designed on youthful lasts, built to withstand hard usage, while carefully preserving the shapely lines of young feet; prices, \$1.00 to \$3.00. We guarantee satisfaction on every pair or refund your money.—W. J. Greer, Wingham, Ont.

Big snap in boys' shoes. Catalogue prices are knocked out. See our window display this week-end.—David C. Lamb, Huntsville, Ont.

Men's shoes, \$5.00. This year we have stocked the best line of men's \$5.00 boots we could buy—\$5.00 a pair. We have them in gun metal and the new dark tan. The newest shade button and lace styles on the very latest shapes.—Alley & Co., Charlottetown, P.E.I.

Patronize home industry by wearing Brandon shoes—made in Brantford. They are union made. We sell them.—Neill Shoe Co., Brantford, Ont.

Waterproof shoes—Look well to your feet, sir, at this season of the year; it's the season of rain, wet feet and colds. The man who dislikes to wear rubbers will find waterproof shoes just the thing. The home of good shoes.—H. R. Scott, Seaforth, Ont.

Little tots' footwear—The bright, sunshiny days are calling the babies out for health-giving air. Even the tiniest infant requires shoes. Our infants' department is arranged with glass front cartons so that Mamma can see at a glance

all the styles and patterns. For the little tot just able to walk we have cute little boots and slippers made on nature shaped lasts that will allow the little feet to grow as nature intended. —Waterbury & Rising, Limited, St. John, N.B.

The best cuts of leather are used in the manufacture of the shoes we offer. Not only do you get the newest styles, but you can be sure when you buy. All for \$4.00 a pair.—James Maynard, 649 Yates street, Victoria, B.C.

To ladies who wear the celebrated Bell shoes we announce our spring showing. Here are two popular ones—Gun metal calf, cloth top, button, stage last, \$5.00; patent button with cloth top, extra quality, \$5.00. Only at—Redden's Shoe Shop, Sydney, N.S.

We are showing a choice line of ladies' patent leather button boots, black cloth top; ladies' gun metal button, black cloth top, \$3.00.—T. Larsen & Co., Limited, Granville street, Halifax, N.S.

We offer in unlimited quantities the following items in shoe values. There is not a reader of this paper who needs shoes who will not profit by taking advantage of these special values which are now on sale.—Quebec Shoe Store, 639 Main street, Winnipeg.

Note the perfect lines, and with all its beauty there is that lovely feeling of comfort and the knowledge that your feet are entirely satisfied. This feeling is assured with every pair.—Morris & Smith, Charlottetown, P.E.I.

Our new spring goods are fast coming to hand. Notwithstanding the very heavy advance in all lines of leather we were bought heavily ahead and can still sell you spring and summer boots and shoes at old prices. Call and see us do business the new way, the cash way.—J. W. Bernie & Son, Listowel, Ont.

"Style and quality first," comfort to the last. A new model that carries a round toe and flat heel, sizes 5 to 9½, prices \$4 and up.—Wiggett's Shoe Store, Sherbrooke, Que.

Golf shoes have arrived. Just received the regulation golf shoe for men and women direct from England. New improved non-slip Crescents in widths.—Yale Shoe Store, Regina, Sask.

Unequaled shoe values—You will find that this is something more than an ordinary shoe sale. It is in reality as well as in name a genuine money-saving opportunity that means a big saving to everyone who is wise enough to take advantage of the extremely low price offerings. Remember, every pair of shoes sold at these big reductions is fully guaranteed, just the same as when sold at regular prices.—Empress Boot Shop, 823 Granville street, Vancouver.

Have you seen our new oxfords and pumps? All new and real beauties.—J. Hessenauer & Son, Berlin's Best Shoe Store, Berlin, Ont.

The season's smartest shoe styles are being shown here. No one could fail to realize, beyond a doubt, that this store leads in the presentation of smart styles for young men and young women after having seen our showing of new spring shoes and oxfords.—M. J. Choquette, Sherbrooke, Que.

Women's new high shoes are made on the military last with short vamps in button or lace with cloth tops in the new

An Inviting Window Background for the June Bride

The bridal month of June is near at hand and in your city or town there will doubtless be many happy nuptial celebrations. Matrimonial bliss suggests a trousseau and one of the leading items is footwear. Are you making an effort to capture this trade by installing an appropriate window replete with dainty summer foot toggery. Do not forget the walking shoes, the traveling shoes, those for house wear, evening wear, social and at home functions.

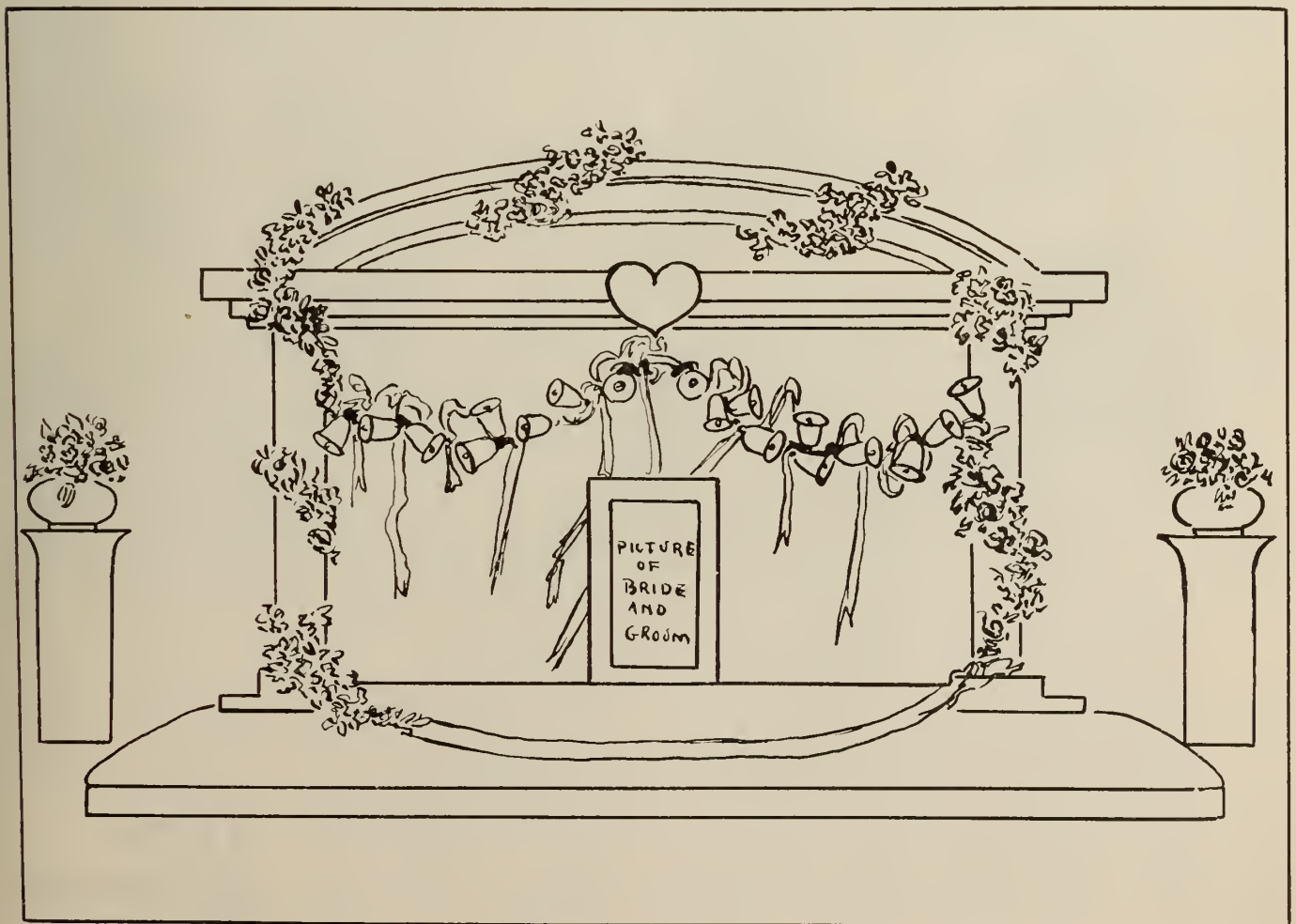
Here is a striking and artistic background for a June bride—inexpensive yet irresistible in its appeal. Try it out. Any effort worth while requires a little time, toil and patience, but you can view the splendid effect with a pardonable feeling of pride when all is completed.

Cut the lumber any size required, about half inch lumber should be used. The top of the arch, on account of being rounded could be turned by a mill at a very small cost, as the cheapest soft wood can be used, in fact the whole top and pillars could be ordered at a very little outlay. The pillars supporting the arch should be round but should the trimmer find the cost too high, he can easily make two posts out of half inch lumber making them empty as a box would be made.

A nice preparation called Murallo, which looks like concrete when dry, can be had, from the Murallo Co., in New York. The cost of this is \$2.10 per gallon already mixed and a gallon would do for several trims and comes in

white, cement color, green, armory buff and red. The white should be used in this case, or should the trimmer find that he had not sufficient time to procure this the whole thing can be given two coats of flat white. Vines of white roses should be entwined around the pillars and arch.

The frame in the centre with a picture of a bride and groom can be borrowed from a local art dealer. The large heart in the centre can be cut out of bright red cardboard, or if a more elaborate heart is wanted, cut the shape out of wood and cover with red velvet, and pad in the heart shape with cotton wool. The strings of small bells can be all cut out of thick cardboard and gilded and outlined with fine black lines to give the shade of the inside of the bell and showing the hammer inside of the bell. These should be hung and looped with white satin ribbon. The pillar at each end can be made of thin soft wood, either painted with Murallo or in flat white. A jardiniere containing white roses should be put on top of each. Although this may seem like a very elaborate trim, the trimmer and merchant should realize that a window of this kind could be used for any occasion the year round, by simply not using the bells and the heart and employing a different kind of seasonable foliage. For instance it could be used as a following trim by using large artificial yellow daisies as foliage and displaying white shoes. When the trimmer is tired of presenting this arch in white it can easily be painted a different color.



STRAY SHOTS FROM "SOLOMON."



When you find a man strutting about and looking from side to side as much as to say, "see what a fine fellow I am," look out for your pockets. The man who goes about with a placard on his bosom "I am good," and rolls his eyes to call angels and men to witness his righteousness, is the kind of a fellow who will snaffle a watch key if it is left under his nose. You don't have to tell men what you are. The opinion of the man who sweeps out your store is worth more than a certificate of church membership from your pastor. A man's wife can tell you the sort of a Christian he is, and her word is worth all the testimony you can put in from preachers and charitable boards. "The just man walketh in his uprightness." The finest "character" a man can have is the feeling that other people express as he goes down the street, "Yon's a mon!" Woe unto you when men speak well of you to unctuously flatter, but woe to you when your "character" should be spelt hypocrite.

* * *

We try to side-step some of those laws laid down by the Divine mind for our present and eternal well-being, and we don't get far until we are brought up with a jerk to behold the precipice or quicksand ahead of us. "There are many devices in a man's heart, nevertheless the counsel of the Lord that shall prevail." You may try to get around some of these irksome commandments with sophistry or downright opposition, but you will be brought back to face them or the yawning chasm. In a wider sense it is a good thing to know in this year of grace, with the world in a turmoil such as it has never known, that in spite of men's ambitions and nation's dodging, there is an overruling Counsel that will prevail in spite of all these devices of men. This war is going to end in the good of humanity as a whole, no matter when and how the end may come. The divinity that shapes man's end, no matter how the chips are scattered, is directing the results of this awful scourge to beneficent ends.

* * *

Men who walk into pitfalls in daylight, or who rush in front of jangling trolleys, are to be blamed rather than pitied. Those who blunder through life without taking profit from what they see and hear all about them, can only expect to land in the ditch or run into a stone wall. Use your ears! Keep your eyes peeled. "The hearing ear and the seeing eye, the Lord hath made even both of them," and yet there are fellows groping and stumbling along who would be about as well off if they were both deaf and blind. You have seen some succeed in life and others go down. You have heard again and again that the way of the prostitute, drunkard and charlatan, lead to dead man's pit, and yet you go scrambling along the same old road. You have had chances as fair as any of those who have passed you on life's highway, and yet you are in the "also ran" class and never will be anything else as long as you hold unto your present course. Quit it. It has done about for you.

These are the days when what is in a fellow comes out through the skin. The yellow dog shows his streaks. The King and country call for men and a good many are getting under the bed from more than fear of the corporal's guard. It makes you sick to hear the excuses put up just now by those who dodge even other issues than shouldering the gun. There are men making pleas of hard times, war conditions, and so forth, whose real trouble is rotten laziness. These are the fellows who lay back on their oars and say "what's the use, you can't get business these days." These saffron livered lie-abeds and stay-at-homes are getting theirs in many cases, but it is astonishing how many dawdlers and dodgers put this kind of soldiering over on their employers and the community. "The sluggard will not plow by reason of the cold." Are you one of those curs that live on the country when their betters are away fighting its enemies?

* * *

There are lots of men who do as they please and when they're rounded up by the law or public opinion, plead they "did not know." They didn't care and never would have cared if they hadn't been caught. There are men who go to church and mix with decent society, who think it is the thing to chase up all the moral sewage they can find in a strange city and when they run across somebody likely to split on them at home, make the excuse that they are just trying to see if the things they have heard were so. There are men doing things as crooked in business as Germany did when she made up her mind to batter her way through Belgium, promising herself to make it right with the latter when she got through with France. "It is a snare to the man who devoureth that which is holy and after vows to make enquiry."

* * *

It isn't a good thing to always have things come our way. We need a jolt now and then to make us not only a little more careful in our daily walk, but to strengthen the muscles of our legs and back. Hill climbing is good for the wind and sinews,—and the occasional tumbles only stimulate the right kind of a man to further and more careful effort. Some of us can look at the scars and turn back to the bumps and thank God that the way wasn't altogether easy. "The blueness of a wound cleanseth away evil, so do stripes the inward parts of the belly." You can't get sense into most of us men without the help of a few good licks of adversity. When the sea runs smooth we lose our sense of danger and our skill in handling the rudder. It is rough seas that make good sailors and bring out the qualities of the ship. It is the storms of life that make men. So long as the wounds are not the result of the evil doing we may be thankful for every puckering blue spot. The man will never amount to shucks who doesn't get a few good "stripes" in life.

Solomon

Some Starve Stocks—Others Load Up Too Heavily

The Successful Shoe Dealer is the One who Strikes the Happy Medium—Different Types of Customers to be Catered to—How Theorizing Works Out Beautifully but in Practice is Misleading—Some Helpful Hints

Over-buying is surely over-stocking, but "starving" the stock to just the right point is an art known to but very few.

The housewife who plans just turkey enough for a good Thanksgiving dinner for her own family, and then unexpectedly has a few more come to dinner, so that there is not quite enough, would feel very badly. The ambitious retailer who is trying to starve his stock, and loses sale after sale of good-profit-paying shoes because he has not bought enough of them, feels very much worse, and the chances are that the next season he gets caught the other way by over-buying.

The theoretical way of doing the shoe business is beautiful and absolutely simple: All you have to do is to be a good style-picker and then pick just enough. One successful theorist will tell you not to buy any extreme sizes—that is, the very large or very small ones—and the first customer you have when the season opens wants either one or the other, and you haven't got them.

What do you think they say about your store?

Are Strong on Theorizing

Another will tell you that a line of shoes that is not

worth stocking in every size and width is not worth stocking at all. What have you got to say about that?

Still another will tell you that there is no demand any more for a staple line of shoes, and that you must buy only novelties. What are you going to do or say to the well-poised woman who wants a medium-shaped toe and sensible heel shoe, and you can show her only the narrow toe and the Louis heel one?

Each one of these theorists will tell you, when you complain, that you have lost business by following his theory, "Well, let the other fellow have that business. You are better off without it."

Well, that may be all right; but if the other fellow follows the same advice, there will be a whole lot of people that will have to go barefoot until some bright man comes along that has sense enough to see that there is a big chance for a real shoe store to make money, by catering to people with big feet and those with small ones: to those who want stylish shoes and the ones who desire comfort. And just as soon as that store is started and stocked on those lines, just as sure will it take a lot of customers from the store that is starving its stock or trimming its lines too closely.

Of course, location enters largely into what kind of shoes to buy and just how to buy them. I have in mind



NOVELTY FOOT TOGGERY THAT "BLOSSOMS EVERY MINUTE"

No, this is not a group of "musical" shoes, playing upon the bars of fancy, with such a touching appeal as to draw notes (bank) from the average caller. On this kind of selections the soft pedal should be applied by the retailer. The selection, however, represents some of the very latest freaks surrounding an ancient model. On the left is shown a new last, gypsy seam boot, with back lace and tongue in the rear. The overlay of patent in the gypsy seam is unique. In the centre is an old, side-lace shoe style, which was in vogue seventy years ago. Of course, the present side-lace models

worn by milady have much more imposing and becoming lines, and in form, fit and design are works of art. Below is a dainty shoe known as Laruchette, an exquisite English creation in patent, with a rhinestone ornament and adorned with a border of ruching. In the right hand corner is a white sea island canvas pump, with patent band and trimming, and Cuban-Louis heel, a neat black and white effect. In the lower corner appears a man's side-lace bal, with dull calf forepart and foxing and grey box cloth top, which is a decided novelty

a store that hardly touches a staple or common-sense style. Only the extremes in styles are shown. I know another that deals entirely in conservative and foot-form shoes. And both houses do a successful business.

Location Should be Key

Then, there is a third one in the same city that caters both to the stylish customer and the one who buys for comfort, and has a magnificent business; and so it seems that a man's location should be the key or guide to his buying. But, on general principles, I think there is as much money lost in under-buying or starving the stock as there is in over-stocking.

One thing certain: you cannot sell what you do not buy, and if you overbuy, you can dispose of your surplus. If you go at it in the right way and at the right time, the less ought not to be so serious.

I think one great trouble with the shoe retailer to-day is that he does not take his loss early enough, or he does not cut the price deep enough to move his stock, until the shoes he has to sell are badly shop worn or out of style.

Take the styles of this past season for example. In my judgment, the man who has a stock of gaiter-top boots of fancy combinations who does not hammer them or cut the price on them deep enough to move them right now cannot realize fifty cents on the dollar for them next fall. Then why not sell them instead of carrying them over—and, to do so, cut the price deep enough to move them?

Some one will say, "What is the use, then, of carrying that kind of shoe at all?" My answer is, get profit enough when the line is new, as you are almost sure to face a loss

on some of them, and by carrying them you get the reputation of being up-to-date and having the new things.

Three Types of Customers

I think most of us have about three types of customers for whom we must provide shoes. First, the breezy, wide-awake customer who always wants new things, and in most cases is perfectly willing to pay the price for them. He is the Faddist.

Second, the one who wants more or less of style, but insists on comfort, and is of the larger class. He is the Conservative.

Third, the customer who wants comfort first, comfort last and service all the time. He is the matter-of-fact kind.

The buyer for a department store, or a store of his own, who is versatile enough to grasp the demands of these three types, and then keep the assortment down for each one of them to the lowest point, will not have a whole lot of surplus stock for the mark-down sale, and he will not lose much business throughout the season.

Here are a few suggestions which may help in selecting your stock:

Do not try to cover every size and every width in every line you buy. Select only a few lines having the full run of sizes and widths, from 2½ to 7 in ladies' and 6 to 11 in men's styles. Make the selection of these lines cover as large a range as you think your trade demands, and after you have them in stock, don't be forever getting ahead of your customer in wanting to change them, for the nearer you can keep them to a standard, the fewer broken lines you will have for them, for there are still lots of people who want fairly staple shoes.

In buying near-novelties and extreme novelties there is no set rule that will work out well, except possibly one, and that is, don't buy many extreme sizes, either large or small, in any of them. It is safe not to buy all widths of them, either,—that is, in the most extreme styles.

For instance, if I were to buy forty-eight pairs of extreme novelties in shoes to-day, instead of having that number in one style, from A to D, I would rather buy in sizes 12 A and 12 C of one style and 12 B and 12 D of another style, thus giving a larger variety of styles for the customer with no more money invested for myself; and a clever salesman would hardly miss a sale with that combination. This suggestion might not work out well in some places, and no doubt there are some who would not agree with me as to its being practical.

Good Suggestion in Special Sales

While on the subject of mark-down sales, I want to offer a suggestion in the handling of stock at this time which we have found to work out well in our own business, and which, I think, is a great advantage to a store that is short of room, and it is this: After going through our stock and selecting every pair of shoes that is to be sold, we divide them into lots (the fewer the better) at whatever price we propose to sell them, and then we give each style a new serial number by marking the same number on each shoe of a pair.

Then we place only one shoe of the pair in the sale, the mate to it being placed back in the store where the room is not valuable, and arranged in numerical order, under the care of a stock boy who, when the salesman calls for it, can instantly place his hand on the mate to the one that has been sold.

This system allows chance to display twice the number of shoes, and, where room is at a premium and means much, it always prevents tangling and bunching-up of stock on the tables, as is the case when they are tied together.—By B. J. Healey, Worcester, Mass.

MANY EXCELLENT FEATURES

We are enclosing our subscription for another year for the "Shoe and Leather Journal." We may add that we appreciate your paper for its many excellent features.

LONDON SHOE CO., LIMITED.

London, Ont.

PAPER THAT IS WORTH WHILE

Enclosed you will find one dollar for renewal subscription to the "Shoe and Leather Journal"—the only shoe paper worth while. I read it with a great deal of interest and profit and, while I do not always agree with your viewpoint on certain questions, I recognize there will always be differences of opinion on many matters relating to the trade.

Yours, etc., F. A. ROBINSON.

Saskatoon, Sask.

LIKES NEWSY TWICE-A-MONTH EDITION

"You are certainly doing much to assist the retailer in every way by your instructive articles and valuable suggestions. Every issue of your paper is replete with pointers of interest to the trade and bright, breezy news paragraphs, which we always read with much interest. We certainly like twice-a-month edition of the SHOE AND LEATHER JOURNAL, as it keeps us in close touch with everything that goes on at the time it transpires."

RANNARD SHOE CO., LIMITED.

Winnipeg, Man.

How Do You Increase Your Shoe Business Each Year?

Without Resorting to Special Sales, Cut-Price Sensational Methods, Catch-Penny Schemes or Spectacular Competitions, the Permanent Good of Which is Doubtful—A Topic That Offers Wide Field for Suggestions

"How can I increase my business?" asked a shoe retailer of a friend, the other day, "here I have an attractive front, nicely trimmed windows, a well laid out store, good, reliable footwear, a competent sales staff, a splendid interior equipment, every fitting facility, reasonable prices, a well-established name and a record for honorable dealing, and yet my business does not grow as it should. Can you suggest a remedy as to how I can turn my stock over more frequently? How I can attract customers in larger numbers? I have seen in the trade papers many schemes suggested from full page advertising and guessing schemes to premium competitions and every tenth customer being refunded the amount of his or her purchase. No doubt all these plans have their merits, but they do not build a permanent patronage. And understand me, when I say increasing my business, I do not mean by a slaughter sale route or the cut-price road. I mean selling stylish, up-to-date, dependable goods at a reasonable profit.

Getting Patrons of Right Type

"Of course if I wanted quicker returns, I could liquidate my stock by loud shrieking, Cheap John methods, or by putting the knife into profits, but any fellow, ten degrees above an ignoramus can carry out these schemes. Eternal price slashing and incessant sales shouting, season in and season out, are not conducive to a record for dignity and reliability; neither do they contribute to the prestige of a progressive shoe house, which I claim to conduct. How, then, I ask again, am I going to increase business without slaughtering the stock or profits. I mean by this, have more customers of the right type come into the store. Of course, I am conceited enough to think that when once a gentleman or lady enters my place of business, they will find the environment so pleasing, the service so attractive, and the shoes so snappy and distinctive and all, too, at a reasonable figure, that they will come again, but still the great problem remains—how to make them come in larger numbers.

Do They Do Lasting Good?

"I could start a popular voting contest, hand out redeemable coupons, give a pair of cacks to each new born babe, or present a pair of satin pumps to each bride, but all these plans and many others are merely expedients. They may work well while in progress, but once they are over the class of people who are induced to buy by these spectacular plans naturally gravitate to some other establishment which may later on offer a counter attraction. In fact, any newspaper publisher will tell you that when premiums are offered—a trip abroad plan, an education at a business college for six months—a gold watch to the most popular newsboy or a gem set bracelet presented to the most attractive young lady in the town, there is always a jump in receipts. As soon as the event is over, however, there is a decline, and in the meantime, the future has been mortgaged to realize on the present; the income drops off and reaction sets in. Emotional or sensational methods seldom win any business advantage that is tenable in the years to come. It is only a temporary gain.

"I do a fair amount of advertising—I change my windows twice a week; I put prices on every shoe and have natty store cards. My staff and I receive everybody courteously and with a smile, and adjust any grievance good

naturally. We handle the shoes of the best makers and each and every one of us devotes equally as much attention and accords as much respect to the humblest caller as to the most wealthy visitor. These and many other things I have attended to, and sir, I do not consider that I carry too heavy a stock or too light a one. I clean out all dead goods promptly, root and branch, and yet my business is not growing as it should.

No Establishment is Perfect

"I will admit that I am not perfect, for, this side of Paradise, no individual has all perfections embodied in him, but what I want to know is how I can add 25 per cent. more to my business this year. I know that times are not as flourishing as they were, but practically just as many men and women in this city wear good shoes. The average male has not curtailed his personal expenditure to any great extent, and the same may be said of women. In fact, this season, the short skirts with flaring bottoms should stimulate trade in all lines of female foot toggery, with its fancy tops and pleasing patterns.

"How then, is one to conduct an honest, straightforward, dignified, progressive business, and make it tally considerably more each year? I should like to hear from some merchants who are doing a shoe trade on right principles and high-minded ideals, regarding what they would suggest on building up a business, bigger, better and broader each succeeding year."

Has Good Record in the West

This man has been selling Ames-Holden shoes for twelve years—two years retail and ten years on the traveling staff. Recently he was appointed manager of sales



for Ames-Holden-McCready, Limited, at the Winnipeg branch. He is a capable shoeman and well liked by the trade throughout the prairie provinces and his name is E. P. Hall.

Build Up Your Footwear Business by Genuine Service

Keep to the Front Your Style Offerings—Potent Factors in the Fight for Trade Are Courteous Attention, Personal Favors and Comfortable Fitting—Review All the Details of Your Trade to See Wherein it Lacks Force and Appeal

A flourishing retail shoe business, no matter how large, has like all other permanent successes, been built up from a small beginning. It has not expanded to its present proportions in a night, a month or a year.

Back of it all there has been a well defined policy or concerted course of action which, when followed consistently, has carried trade with it. Do you ever pause to calmly review and analyze your business methods, see wherein they are lacking, or on what points they excel. In business building, like in good stock keeping and profitable buying, there must be a process of elimination. Incompetency and negligence, indifference and indolence, oversight and mistakes must be cast aside for they are the trees that should be cut down and cast into the fire as bearing no financial fruit.

Actually tons of matter have been written on the question of scientific salesmanship, and while the principles laid down in such articles do much to increase efficiency in selling it is still an unknown quantity that is the means of creating many sales and bringing customers back to your store. If the average shoe retailer were asked the question, "Why do your customers buy of you?" most could not give a definite and comprehensive answer. Having opened a store and gone to the labor of choosing a stock he has hazily conceived the idea that the neighborhood owes him a living.

Better Service a Factor

There are several reasons for the repeated visits of customers—better shoes, thorough service, correct and comfortable fitting and good values. To be a success among the many failures and half-failures, the business of retailing footwear must be remarkable for one of these features. The dealer may exist—perhaps prosper for a time—by acquiring an average merit in all. Customers may drift in from no special cause, meet with the perfunctory politeness that is just sufficient to keep them from being offended, and return because it is convenient to return. But will it require any great stroke of value or diplomacy to divert them into another store?

The secret of growth in a retail shoe store lies in providing some remarkable feature that will make the store worth remembering—some bit of service or value that will hold the many customers against any ordinary counter attraction.

What feature to concentrate on is the problem.

The basis of ultimate success in shoe selling is service plus actual intrinsic value of the lines offered for sale.

The Appeal of Style

Timeliness of style has a wonderfully powerful appeal. Let a man, and more particularly a woman, be sure that the shoes you handle are smart in appearance, fine fitters, pleasing in pattern—neat in finish and bearing every evidence of good shoe making and you will be the subject of grateful memories. Therefore, completeness and freshness of stock is an all important factor. If customers go elsewhere for lack of something to buy at your store you cannot expect their patronage.

The matter of price, though a potent factor in the fight for trade, is something beyond the province of abstract advice. Prices must be ample to repay your honest work and they must be low enough to face competition. We can only suggest that the small amount that represents your profit can be increased with no great hurt to your customer's pocketbook. The actual influence of price in repeat

sales does not justify the profit cutting that is altogether too prevalent in many centres to-day.

Making Friends for Your Store

But the great power in gaining and holding competitors' customers, is service—service genuine and unremitting. There are thousands of persons scattered throughout this broad land who are convinced that one shoe retailer and only one can properly supply their needs. They continually return to his store in spite of all changes of time, and when they move to another town they order of him by mail. Perhaps you have one or two such among your own clientele. Tracing back to the cause of their loyalty you will find that at one time you were able to render them some little special service—something cheerfully exchanged or a special favor done. As a result you have in them perpetual friends and constant advisers. They are proud to say: "I always buy my shoes at Blank's."

Make "Service" Your Policy

Such customers as these, converted from casual visitors to loyal friends, make an enduring business, and the store that grows is the one that has impressed the greatest number of chance customers with its generosity or careful salesmanship. You have seen in isolated cases the effects of special attention. Imagine, if you can, the benefits that would accrue if it were adopted as a lasting policy.

Through service you hold business and gain business.

Keep to the front in your style offerings. If your competitor shows new styles in spring or summer footwear models while you are working off last year's stock, his service is better than yours.

Always deliver goods without protest. Where it is remotely possible have a regular delivery service. This is one of the small attentions that makes a lasting impression and the prompter the delivery the deeper the impression.

Know Your Business

Be sure that you know your business. There is nothing a customer so resents as an amateurish salesman, and by the same token there is nothing so certain to please him as an evident familiarity with sizes, widths, lasts, leathers, and patterns. Time applied in getting acquainted with every detail of the shoe stock and every phase of the trade is time well spent.

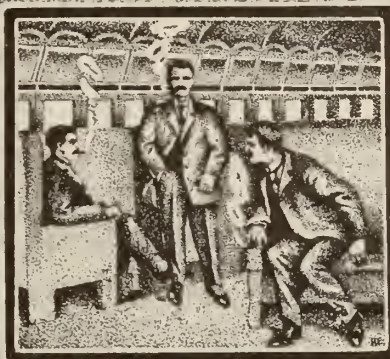
Look at your business from the customer's side of the fence. He will buy from you when you prove that it is to his interest to do so, and not until then. You can prove this to him through service. Marshal the details of your business and see where service is weak.

Strong on Seasonable Novelties

Getty & Scott, Limited, of Galt, intend devoting even more attention in the future than in the past, to suitable novelties in women's footwear such as the retailers can sell and make money out of. They have started to turn out 2,500 pairs a day, but report that this will not be sufficient to supply the demands which customers are making for "Classic" shoes at the present time. The firm are increasing the capacity of their plant to 3,000 pairs per day, and expect to attain this output by June 15th. Getty & Scott shipped recently 65 thirty-six pair cases of women's shoes in a single shipment to a leading retailer in Vancouver, and report that the orders taken this season by their travelers have broken all records.



On the Road



HOW HE WOULD GO AFTER BUSINESS

What traveler secures the business?

Do the goods count most or the man? This may be a debatable question and very often the success of any enterprise lies quite as much in the individual as in the product. Of course, when the product is spoken of, it is taken for granted that there is good value, honest workmanship and sound business methods.

"Why," declared a shoe retailer the other day, "I do not see why so many people are declaring business dull—and I will give you an example. A friend of mine who does an exclusive trade in shoes, has a good financial standing and has been in business five years, reports that he has never been called upon by at least seven or eight of the leading houses. True, one or two of the travelers have dropped in and had a chat with him, but only one out of the seven or eight mentioned ever solicited business, and that only once. Why, he cannot tell. My friend was relating his experience to me the other day, when he remarked: 'Although I have been buying largely from two or three houses, still I am not wedded to them—in fact, we have had many clashes and I can see faults in their goods on the surface. Now, if these travelers had been calling regularly upon me, say, a couple of times a year, bringing in a few sample shoes now and then, they would no doubt, have developed a fine business connection with myself. As it is, they have lost a great deal of money, and I want to tell you that my shoe turnover is of no small proportions.'

"Of course, we all imagine what we would do if we were in the other fellow's shoes, but I can say that if I were a traveler, I would not be content with calling on two or three customers in a town or rest satisfied because I happened to sell two or three big bills of goods in a certain centre. In all large cities I would devote at least one day of my time to visiting and give every retailer whose trade I desired, a call, whether he bought anything or not. I would be pleasant and agreeable, for the constant dropping of water wears away the hardest stone, and frequent calls will gradually break down any obstacle.

"One has to be tactful, thoughtful and diplomatic. That is what a shoe salesman should be under all circumstances. In fact, in many of the calls it might not be advisable to mention business at all at first, but merely to have a general chat on shoe trade conditions. Circumstances will develop to tell a man when he may safely broach the subject, whose interest he has thoroughly at heart. I know of a certain representative who got an order for \$1,000 the other day, just by a friendly call. It was in the shoe section of a large departmental store, and he made it his business on every visit to that particular city to drop in and see the head of the department, no

matter how many changes there might be. He arrived the other day and incidentally introduced himself to the new manager, naming the firm he represented. He observed that he had had interviews with previous managers but had never been able to sell them anything. As soon as he mentioned his line, Mr. S., the new buyer, said:—

"'Yes, we had some of your shoes in not long ago, which we bought in a consignment from a concern clearing out women's footwear. We found them to give excellent satisfaction, being full fitters and very trim in appearance. Yes, I shall be pleased to go down and look at your samples.' So an appointment was made and kept and this traveler, being on the job and making what might be called a casual call or visit, secured a \$1,000 order.

"It has been demonstrated time and time again, that the man who scores in the long run, that the one who tallies most and largest in the race is he who constantly is on the job,—who makes calls faithfully, who never knows a turn down and no matter with what rebuffs he may meet, or set backs he may encounter, comes up smiling kindly and persistently as of old.

"It has been said that it pays to be civil to office boys and junior clerks. In fact, give them considerable attention, for one does not know but in a very few years, they may be buyers and heads of departments in the store in which they are now engaged. The wheels of progress and promotion turn rapidly in many cases, and as this is a young man's age, fellows in the early twenties are crowding to the forefront and marching abreast as leaders in all walks of life. In the same sense it is equally true that a salesman should know no distinction in the matter of probable customers. It does not take long to make a call, to start an acquaintance which may ripen into friendship, and that friendship may mean such respect and mutual confidence that new avenues of business are opened and a wider circle of acquaintances established."

These are only a few thoughts that suggest themselves to an outsider as to what he would do if he were engaged as a shoe representative on the road, and perhaps such a representative has some clear-cut, well-defined thoughts of what he would do if he were a live wire, red-blooded retailer.

In a succeeding issue of the *SHOE AND LEATHER JOURNAL* an interesting article will be presented on this page, entitled "Retail Business as I see it," from the standpoint of a traveling man, who has been disposing of footwear for the past twenty-three years."

Samuel Laird, of Laird, Shoerber & Co., Philadelphia, Pa., was in Toronto recently on business, and showed a splendid line of attractive models.

Getting After Footwear Customers That Are Slow Pay

A Few Suggestions for Collecting from Those Whose Money You Need—During These Times Shoemen Are Tempted and Forced in Some Cases to Grant Credit More Freely Than Usual—Why Every Retail Dealer Must Look Carefully to His Credit Customers

So long as business is below the normal and money is not circulating freely, some shoe dealers are tempted to allow credit more or less freely. Such a course may be all right, in fact may in some cases be imperative, in order to do business, but whatever latitude is granted collections must be made on a systematic scale.

You must know where you stand all the time with your customers and where they stand with you.

Don't think you are making friends and building business by not reminding a customer that his account is growing too large.

A shoe man should aim to have accounts settled promptly for two reasons; he is justly entitled to the fair price in exchange for shoes delivered—the money belongs to him. Successful business depends upon it. Secondly, if a customer is allowed to lag in paying his account he gradually drifts away from your store and buys elsewhere.

Debtor Goes Elsewhere

We all know that even an honest man feels an irresistible temptation to cross the street when he sees a fellow coming to whom he owes \$5.00. That same hidden force works on your customer who sees his bill with you growing and growing. He goes somewhere else rather than increase the bill or run the risk of being turned down. If you had watched that delinquent account carefully and done something about it the customer undoubtedly would not have thought of going elsewhere.

So you see, collecting is not merely a matter of getting in the money but of keeping the customer's conscience clear and retaining his patronage for your own store.

The use, at the right time, of properly worded and diplomatic letters is a great help in accomplishing this. A writer in "Good Store Keeping" gives a few useful suggestions on starting credit accounts, also a number of collection letters that will be found useful.

Place Limit on the Amount

First, just a few suggestions on starting credit accounts. Place a limit on the credit extension to every one. It might be \$50 for Mr. A, \$500 for Mr. B, and so on, according to the man's standing. Learn on what a man depends for a living, for whom he works if he is a salaried man; what other successful merchants extend credit to him. Then keep track of what is doing. If there is a strike in Jones' mill and Mr. A works there, you want won't to allow Mr. A's bill to get large. If Mr. B's office building burns down it would be unwise to let him get in deep. And so on, watch the news.

Generally credit customers are divided into three classes. The first is composed of the men who just about qualify as credit customers. These are mostly working men who are good as long as there is work. But they should not be allowed to get beyond the credit limit and should be reminded by letter if they don't settle on pay day.

The second class of customers of fair income and generally reliable. This is the great middle class, the majority of the store's customers and most valuable asset. A reasonable limit of credit is extended, but even they should not be allowed to drop behind.

Granting Special Credit

The third class is made up of wealthy people whose credit is beyond a doubt. These people often want to settle bills quarterly, semi-annually or even annually. If a

retailer extends special credit to this class, he should be prompt in rendering bills at the proper time and if the payment term of ten or thirty days is allowed to go by, a brief courteous note is always in order, of course just as a reminder.

Should Look Them Over

Now for ideas for you to use in the mail to keep your accounts collected. This applies particularly to the largest, the second class of credit customers. When the bills are made out each month the boss should look them over. He should have a knowledge of each charge customer and know how to handle him. A statement should follow the unpaid bill if not paid in thirty days. Send your statements out regularly, promptly on the first of the month. Be on the job when checks are being written out before funds are low. If the bill is not paid in sixty days, a statement with a stamp on as follows has been found effective.

After 3 months a merchant is justified in using a systematic follow-up by mail urging politely but firmly settlement of the account. The letters on the next page have

RUBBER STAMP



all been used and have brought home the bacon. What's more they are worded in a way to get the money, but not to offend the customer or cause him to become angry.

The intervals at which to send the letters may be ten days to thirty days. No one can tell you which letter to use. There is a variety, use the one you believe will appeal most to your particular customer. Always enclose a statement with a collection letter.

Strong Letters as Last Resort

We believe readers can pick from the nine letters given, one, two or more that will collect old accounts and keep accounts that are slipping a little, in a good healthy business condition.

Less than 5 per cent. of the population are truly dishonest but a great many are lax and careless. Don't you be lax, keep up your collections and let these letters help.

Just one more little collection kink. Psychology plays a big part in bringing humans to do what you desire them to do. For instance, if you owed a man \$12.00 and he sent you a bill for \$112.00 you would go quickly to your man and ask him what he meant, wouldn't you? Well! that's just what you want to try. This has been worked many times, it brings the man in, you get a chance to talk to him and perhaps secure a partial payment, if not all. You can explain the amount of the bill by it possibly being a clerical error.

This material will only be worth something to you if you use it. Right now, you probably have several accounts owing that can be collected by a letter or two. Read the following over carefully and you will see one that will exactly fit each creditor. Be sure and follow up carefully and systematically, and if Mr. Slow Pay or his wife does not come in to see you after getting three or four of the communications you should get after him or her through a collection agency or by legal process.

LETTERS FOR DOUBTFUL CREDITORS

Collection Letter No. 1

Dear Sir:

The fact that we have no reply to our recent statements regarding your account forces us to believe that they must have been overlooked.

Or, have you some particular reason for delaying payment?

As you will note, this account is considerably past due, and whatever the reason may be, we would request that you advise us just as soon as possible that we may know definitely what to depend upon.

Very truly yours,

Collection Letter No. 2

Dear Mr. Brown:

We are at a loss to understand why we have had no response to the various letters we have written you regarding your account.

It has been our endeavor to show the importance of attending to your account.

You must appreciate that your neglect of this bill and your failure to make any satisfactory explanation will inevitably reflect adversely on your credit standing.

Will you not give this matter your immediate attention, sending us a remittance that will cover at least part of the account if you are unable to make the entire payment at this time?

Expecting to hear from you promptly, I am,

Very sincerely yours,

Collection Letter No. 3

Dear Mrs. Black:

You will find enclosed a statement of your account of \$10 due us.

On a small sum like this, at the very fair prices we charge, we cannot afford to spend a lot of time and money on collecting. You have had the shoes and they must have been satisfactory, or you surely would have said so.

I hope you will take this into consideration and that it will be convenient for you to make an immediate remittance.

I not only would like to save myself the trouble of sending another statement, but am quite as anxious to save you the trouble of receiving one.

Sincerely,

Collection Letter No. 4

Dear Sir:

Instead of tossing this aside for "to-morrow" or junking it altogether, just stop this time and consider US for a moment.

We don't like to write dunning letters any better than you like to get them, but you see you have a little of our money—\$6. That isn't much and of course you intend to pay it.

But let's square this thing up NOW. Don't read another letter until you have wrapped your check in this one and mailed it back in the enclosed addressed envelope.

That isn't unreasonable, is it?

Very truly yours,

Collection Letter No. 5

Dear Mrs. Smith:

Unless you are likely to be in the store in the next day or two, will you send us a check or currency for \$....., to take care of the little charge of goods covered in the enclosed statement?

Cordially,

Collection Letter No. 6

Dear Madam:

We have twice reminded you as politely as we know how of your account amounting to \$7.50.

Do you not think it is unfair to cause us to write several letters in order to collect this little bill, especially in view of these facts:

1. We delivered the shoes to your house without payment. We were glad to accommodate you by charging it.

2. You were at perfect liberty to return the shoes and have the charge cancelled had you so desired.

3. You have not returned them or indicated any question as to the correctness of the charge, and

4. We naturally expect charges, like this paid, promptly when due. Certainly we did not anticipate having to write three letters to obtain settlement.

It would really help us greatly if you would dispose of it now by a prompt remittance, not only because it's costing us our profits on the sale to collect the charge but because we dislike to have to send you these reminders.

Very truly yours,

Collection Letter No. 7

Dear Sir:

You doubtless have our last letter somewhere, expecting to give it attention as soon as you have a moment to spare.

We certainly do not want to seem unduly insistent about this matter of your little account, but you will readily appreciate OUR position.

If we are called upon to spend postage to collect each of these small bills, it really works a hardship upon us. Therefore we ask you to send to us TO-DAY check or currency for the above amount.

We know you will cheerfully comply with this request and then we shall not have to trouble you again with reminders.

Very truly yours,

Collection Letter No. 8

Dear Sir:

You don't like to get dunning letters.

We don't like to write them.

Already we have written you three times regarding this little account of \$7.50. That's too much, isn't it? Too much bother for you over such a trifle—too much bother for us to get what belongs to us.

Of course you are going to pay this amount soon—but if you please, try to send the money now, as it's past due.

Don't let this sheet out of your hands until you wrap your check in it and mail it back in the enclosed addressed envelope.

Very truly yours,

P.S.—The promptness of payment decides the amount of credit that may be extended.

Collection Letter No. 9

PROMISED

Blank, Blank & Sons, on—

May 10th—"Will remit in ten days."

May 25th—"You will have check promptly by the 1st."

June 10th—"Accounts are slow but will surely settle in fifteen days."

ALL PROMISES UNFULFILLED

Don't promise Any More But Mail Check To-Day.

More Comment on the Army Shoe Situation

Col. David Watson, of Quebec, writing to the Minister of Militia, Ottawa, from the front, says:—

"Permit me to point out that at an inspection of my regiment on the 3rd inst. I took occasion to ascertain the opinion of the men regarding the relative merits of their boots, and in almost every instance it was intimated that the Canadian boots were most satisfactory and particularly comfortable. It must be remembered that the conditions and experiences at Salisbury Plains during the past winter were calculated to destroy any boot made.

"When the new English issue was distributed it was found that they wore out much quicker than the Canadian boots, and they are much more clumsy and harder on the men's feet. I was pleased to note the large number of men still wearing the Canadian boot, having taken special care of same and having them resoled a couple of times."

Says They Are O.K.

"We have been in the reserve billets a week now and haven't any idea how much longer we will be here or what our next move will be," writes Lieut. D. Douglas Adams, of the Montreal Regiment, 14th Battalion, to his mother, Mrs. Adams, 23 Cliff road, Parkdale. The letter is dated April 2. "We still do route marching and entrenching and the men are beginning to get hardened up again. We are having a lot of trouble with bad feet caused by the British ammunition boot, which is awfully hard and which refuses to break-in. I see by the papers that they are raising a fuss about the Canadian boots we got, but believe me they have the British footwear beaten a mile both for comfort and for wear."

Most Comfortable Ever Worn

Sapper W. R. Y. McLeod, who is with the Canadian Engineers of the First Canadian Division with the British Expeditionary Forces in France, writing to his parents in Fredericton, N.B., praises the Canadian make of footwear and says:—

"In the section I am in we have for the greater part—well at least 75 per cent.—Old Countrymen. You can readily see that such fellows would naturally boast of English goods in preference to Canadian, especially when they are away from Canada and among Canadians. However, such is not the case. Only last night they talked for a long time about the superiority of the Canadian shoes over the British. Not only a few but every one of them, and it is the same wherever you go. I often hear: 'Oh, for my Canadian shoes again.' They will tell you that the Canadian shoe was the most comfortable they ever had on. Now consider that we are dealing with war material, i.e., manufactured in the least possible time. Canada mobilised her first contingent very rapidly and consequently the shoes had to be turned out just as fast and I can truthfully say, after seeing and wearing both British and Canadian, that the Canadian boot is far superior and I could name dozens of others with the same opinion."

Appoint a Competent Committee

"Of course, the boot and shoe trade of Canada has suffered by the 'boot scandal,'" said a well-known Montreal manufacturer recently. "It has been a case of the innocent paying for the sins of the guilty.

"Without going into any specific criticism of either the majority or the minority report of the Committee of Inquiry

—although any practical boot man can find plenty of points in both of them which need criticism—what ought to be done now, and done as soon as possible, is to show that we can not only make good, honest, serviceable boots for soldiers, just as we have been making them for civilians for years, but also that we can design the right kind of a boot for a soldier to wear—the kind of a boot which will give the best all-around service.

"The way to do this, it seems to me, is for the Government to appoint a competent committee, made up of men who know the boot business, to first draw up the proper specifications for such a boot, and then see that they are carried out. The second of these duties is just as important as the first.

"The committee should not be composed of men who have excellent intentions but no practical knowledge of boot-making; neither should it be made up of tanners, nor boot salesmen, nor men whose only training has been in industries allied to that of boot-making. To do this would be just as reasonable as to appoint a woolen manufacturer as an expert in the manufacture of clothing. There are plenty of good, practical men available who know the boot business from the bottom up, and who would not make the mistake of drawing specifications which would allow of such hidden parts as 'packed' insoles, poor heel-lifts, poor counters, light out-soles and other inexcusable substitutes for good material and workmanship.

"I see that there is talk again of using a Standard screw boot instead of a welted boot. I would like to call your attention to the fact that, in this connection, the boot and shoe manufacturers of Ontario at a meeting last month adopted unanimously a resolution endorsing the welted boot as against the Standard screw boot. There is not a nation in the world now using the standard screw boot for the footgear of its soldiers."

The Real Showing Revealed

"To show how absolutely groundless are many of the charges hurled against shoe manufacturers, who made army boots, I may tell you," remarked a member of the trade who has gone thoroughly into the question, "that an expert examination of the shoes that were returned or condemned by militia men, showed that so far as defective workmanship itself was concerned, out of all those sent in from the first consignment of over 80,000 pairs, the percentage was less than one-half of one per cent. This would happen in such an enormous output in almost any range of articles. Then to say that manufacturers scamped their work or deliberately ignored specifications is presenting a deliberate untruth. The Canadian army shoe may have ripped, as any shoe is liable to do, when subjected constantly to wet, mud, slush and water. What many wearers did, after the outer sole had worn loose, owing to being soaked again and again, was to take and bend it back and cut it off at the shank, and then walk around on the insole. Thus, reports got abroad that the outsole came off after a few days' wear, whereas, there was not a pair, so far as I can learn, but what could have very easily been repaired, and given several more weeks of service and comfort. I think, on the whole, the shoe trade of Canada has not suffered any in the minds of those who know it best and who appreciate the wear and worth of Canadian shoes."

FIGURING ON MILLION PAIRS

The shoe manufacturers of Western Ontario held a meeting recently at Berlin in connection with an Imperial inquiring for 1,000,000 pairs army shoes, a sample of which was submitted. If the Western Ontario shoe makers succeed in landing this contract—as it is confidently expected that they will—they will receive \$2.90 per pair. A sample made by the Association has already been sent to England and reached there early this week. If satisfactory, a cablegram is expected any day awarding the Ontario manufacturers this large order which will keep their factories going full blast for some time. Three hundred thousand pairs will have to be delivered each month. At the meeting a War Order Committee was appointed consisting of Geo. Killer, superintendent of Western Shoe Co. Ltd., Jas. Valentine of Valentine & Martin, Waterloo, and F. Underhill of Underhills Ltd., Aurora. The members of the committee recently visited the Boston market in search of split leather and report that an ample supply can be obtained. The leather which will be six ounce, will when dressed cost the purchasers about 32c a foot. The shoes will be Standard screw with a Goodyear welt stitch from heel to toe, with seven rows of hob nails on the forepart and a nailed heel. The counter is in a pocket outside the shoe forming a smooth inside and there is no box toe. The tongue and vamp are of one piece and 3½ feet of leather will be required for each pair of shoes. The split leather used is the same as that employed in Russian army shoes and each boot will weigh about two pounds. There will be two full soles and a middle sole of hemlock, making about 24 gauge bottom when finished, while the insole is of 6 gauge. There are five eyelets in each shoe and the pattern is known as the French pattern.

If the contract is secured the work will be divided among the following factories, each being given as large a proportion as it can take care of:

C. B. Dayfoot & Co., Georgetown.
 Snedcor & Hathaway Co., Tillsonburg.
 Aylmer Shoe Co., Aylmer.
 Chas. A. Ahrens Ltd., Berlin.
 T. Sisman Shoe Co., Aurora.
 Williams Shoe, Ltd., Brampton.
 King Shoe Co., Ltd., Toronto.
 Underhills Ltd., Aurora.
 Berlin Shoe Mfg. Co., Berlin.
 Western Shoe Co., Berlin.
 G. V. Oberholtzer Co., Berlin.
 Valentine & Martin, Waterloo.
 Brandon Shoe Co., Brantford.
 Murray Shoe Co. Ltd., London.
 Cook-Fitzgerald Co., London.
 E. T. Wright & Co., St. Thomas.
 John McPherson Co., Hamilton.

The Imperial Government will require the delivery of the million pairs within three months and will send inspectors to Canada to pass on the shoes at the different plants so that there will be no delay.

RETAIL SHOEMEN GETTING TOGETHER

The shoe retailers of Toronto are quietly undertaking the work of forming an association and good progress is being made. They feel that such an organization can do much for the general good and welfare of the trade and, as one leading member pointed out, the manufacturers have their associations, the travelers likewise, and there is no sound reason why the retail men should not get together and confer on many matters of mutual interest. There are numerous questions that could profitably be taken up and considered and an association would enable the members to become better acquainted and devote attention to a number of abuses which need correction or adjustment.

The association idea is growing rapidly all over the country and hardware men, grocers and other retail merchants have formed such associations. There appears to be no reason standing in the way of the shoe men coming together, electing officers, adopting a constitution and holding regular meetings. A large number have signified their willingness to unite in such a movement and the prospects for the formation of an association are promising.

HONORED BY FELLOW CITIZENS

Major J. D. McCrimmon, of Stratford, Ont., who was for many years in the retail shoe business in that city, retiring a few weeks ago to enlist for active service, was recently honored by the business men of the Classic City when he was presented with a neatly worded address accompanied by a purse of gold as an expression of appreciation of his patriotic action in joining the overseas forces. The function took place at the Armouries and was an enthusiastic success. The military career of Major McCrimmon dates back from 1889 when he started as a youth in the ranks with the 7th Regiment Fusiliers in London, Ont., where he served for ten years, leaving with the rank of sergeant-major on his removal to Stratford to go into the shoe business. In that city he joined the 28th Perth Regiment with the rank of captain and quartermaster. On the re-organization of the corps under Lieut.-Col. Lawrence in 1912 he was promoted



MAJOR J. D. McCRIMMON, STRATFORD, ONT.

to senior major. When the Third Contingent was called he offered his services and was given the appointment of major in the 33rd battalion, Canadian Expeditionary Forces, under Lieut.-Col. Wilson, and for some weeks past has been at the training camp in London.

BIG SHOE FIRM STILL EXTENDING

John Agnew, Limited, who conduct successful retail shoe stores in Brantford, Woodstock, Berlin, Stratford, and Hagersville, Ont., are opening a new store at 182 Dundas Street, London, in the premises recently vacated by Capt. Thos. Haygarth, who handled the Semi-Ready brand of clothing and has enlisted with the Overseas Contingents. The premises are about one hundred feet deep and the fittings will all be of mahogany finish. With the single shelf system of cartons and the uniform label used by the firm an exceptionally attractive and inviting establishment will be seen. John Agnew, head of the house, is one of the most prominent and highly esteemed business men in



JOHN AGNEW, BRANTFORD, ONT.

western Ontario and has been in the shoe game in the one stand on Colborne Street, Brantford, for thirty-five years. The company always believe in imposing window trims and bright premises and sell all the leading makes of shoes under the name of "The Agnew," "The Empire" and "the Colonial," the names being registered. In their window displays neat show cards bearing the Union Jack in colors are used and prices are placed on each line. F. Leonard Smith, who for a number of years has been manager of the Berlin branch, will have charge of the new and well fitted up store in London. John Bauslaugh, manager of the Woodstock store, is vice-president of the company and Frank Bauslaugh, of Brantford, is secretary-treasurer. He also has charge of the buying and has been associated with the house ever since boyhood.

BIG WHOLESALE HOUSE WILL MOVE

D. D. Hawthorne & Co., wholesale shoes, Toronto, who have been located at 24 Front street west for the past ten years, since the big fire of 1904, will, in the course of a few weeks remove to 29 Wellington street west, in the premises recently vacated by the National Drug and Chemical Co., Limited. This large building, which is owned by Mr. Hawthorne, is being overhauled and made ready for its new occupants. There are five floors and a basement, the size of the structure being 60 by 120 feet, which will afford the firm nearly double the space which they at present have. The change has been rendered necessary by increased business, and as the new location is a central one and right in the midst of the wholesale district, it will be found very convenient. It is expected that the removal will take place during the month of July

NEW HOME FOR THE ASSOCIATION

The Retail Merchants' Association last week removed from 21 Richmond Street West to the top floor of the large business block at the corner College and Yonge Streets,

Toronto, where more spacious quarters are enjoyed and every facility afforded for the transaction of the business of the Association. The entire floor is occupied by the general offices, the private office of Mr. E. M. Trowern, secretary of the Dominion and Provincial Boards, and the executive staff. At the west end of the building, adjoining the general office is the board room, which is nicely fitted up. There is also a large hall for the representative gatherings of the various trade sections of the Association. This room is surrounded by an elevated platform on which there will be permanent exhibits of manufacturers and wholesalers in various lines. The display will be an interesting and attractive one, while the hall itself will provide accommodation for many delegates at any trade gathering. The Retail Merchants' Association are to be congratulated on acquiring such commodious and comfortable headquarters.

NEW ISSUE OF ARMY SHOES

The Department of Militia and Defence have just awarded contracts for 62,000 more pairs of Canadian army shoes. The specifications call for six ounce heavy tan winter calf, with 8 gauge oak insole, 7 gauge middle sole, 10 gauge oak outsole, with a steel horseshoe shaped plate on the heel, and loose nailed at the toe and shank, all Goodyear welts. It is understood that the price is \$4.10 and the shoe is very similar to that made for the 1st and 2nd Contingents. One large Quebec firm who were offered 12,000 pairs have turned down the contract on the ground that they could not produce a boot that would be satisfactory and properly made at the price the Department was willing to pay. This firm quoted the Government \$4.25 and do not think the boot can be properly manufactured for less without a loss being incurred by the manufacturer.

So far as can be learned the following firms have been awarded contracts and deliveries have to be made within thirty days:

Ames-Holden-McCready, Montreal.....	20,000
Tetrault Shoe Mfg. Co., Montreal.....	17,000
Regal Shoe Co., Toronto.....	5,000
John McPherson Co., Hamilton.....	5,000
Western Shoe Co., Berlin.....	5,000
Valentine & Martin, Waterloo.....	5,000
Hartt Boot & Shoe Co. Ltd., Fredericton.....	5,000

There are, no doubt, other firms which will receive contracts as several are mentioned, but so far the SHOE AND LEATHER JOURNAL has not been able to learn of the correctness of certain reports. All contracts have to be completed within 30 days. The last is a little wider than the former one while the shoe calls for a heavier calf upper leather.

FINE SHOWING IN MEN'S SHOES

The fall samples of the Murray Shoe Co., London, Ont., are both pleasing and attractive. Two new lasts for men have been installed—one is the "Avon" which is a moderate, neat toe, with a slight elevation, and carries a fairly high heel, while the other is the "Rex," a round toe with modified French effect and carries a low heel. Many of the showings are bals, a number of which have cloth tops in various colors. A decidedly striking shoe is a patent, plain toe button, with smooth nigger brown cloth top and fancy buttons. The presentations in box calf are particularly strong and there is a good demand for this style of leather. Several models carry slip soles and full double soles, as well as viscolized and rubber soles. In black winter calf and storm winter calf there is an excellent range, and all the former favorites in lasts are still retained. The line is complete in every detail in fine workmanship, excellent finish and natty appearance, and is being shown in Eastern Ontario by John G. Settle.

SHOE FABRICS FOR CANADIAN TRADE

J. Einstein, Inc., New York, have decided to open a Canadian branch immediately and have secured premises at 152 Notre Dame street west, Montreal. Paul Roy has been appointed Canadian manager.

It will be good news to shoe manufacturers in Canada to learn that this business is being started here, as it will



PAUL ROY, MONTREAL

mean that Canadian makers will be able to secure the pick of the world's shoe fabrics at as low a price as the big factories in the United States. With the development of the business a complete range of Einstein shoe fabrics will be carried in Canada. For the beginning a range which will be suitable for all Canadian wants will be stocked. As a further service to manufacturers a backing factory will be operated.

This New York company deserve credit for their enterprise in going aggressively after Canadian business. They are the first people in their line to do so.

Paul Roy has represented the company for some time. He is widely known in the shoe and leather industry and is a splendid man for this responsible position. He will be assisted by an efficient staff.

The commencing of this business at the present moment is most opportune, as the demand for shoe fabrics is increasing remarkably and Canadian manufacturers will be only too glad to give their heartiest support to an industry which will be of such service to them, particularly since most of them have had dealings with J. Einstein, Inc., for many years.

SHE KNEW—YES SHE DID

"I had the oddest experience in my life," remarked a Western Ontario shoe dealer the other day, "a woman came in here accompanied by a small boy, and said she wanted a pair of shoes for him. I showed her a make that is standard throughout the trade, which sells at \$2.00 regularly, costing the retailer \$1.60, less the usual discount. Owing to a certain lot of goods not being shipped on account of the unfavorable financial standing of the firm for whom they were made, I got these at a discount of 15 per cent., and was selling the line at \$1.75. After I had fitted the

boy, his mother asked me how much the shoes were. I said, '\$1.75.'

"'Oh,' she gasped, 'that is too much to pay for a pair of boy's boots!'"

"I spoke up then quite earnestly," declared the retailer, "and told her the same line was sold in Toronto and other cities at \$2.00.

"The caller replied she knew better—that she came from Toronto and I could not deceive her. I courteously told her that I was not trying to fool her on prices at all, but that \$2.00 was the prevailing figure of the shoe in every centre.

"'Would you contradict a lady?' she sharply inquired.

"I observed that I was not trying to contradict her, but merely pointing out what I knew to be a fact in the trade. I did this politely, but firmly. Then in high dudgeon she went out on the fly, yanking the boy by the hand and saying, 'Come on John, this is no place for you and me. When a man does not know any better than dispute my word, I will certainly never trade in his shop.'

"'And,' concluded the dealer, 'this is about the most abrupt experience I ever had with a woman customer. This one would not listen to reason, rhyme, argument or information.'"

SHOEMAN ELECTED PRESIDENT

C. F. Rannard, president of the Rannard Shoe Co., Limited, Winnipeg, who conduct three successful shoe stores in that city, was elected president of the Provincial Board for Manitoba of the Retail Merchants' Association at the annual meeting held recently in the Prairie Capital. Mr. Rannard has always been a warm supporter of the Retail Merchants' Association and the honor which has come to him has been well earned. He also attended the recent gathering of the Saskatchewan branch in Saskatoon, where a most successful three days session was held. Among those



C. F. RANNARD, WINNIPEG

present from the East was B. W. Ziemann, of Preston, Ont., president of the Dominion and Ontario Provincial Boards. Mr. Rannard says that the provincial boards of the West intend to work in conjunction for the betterment of business conditions and speaks of the future usefulness and benefits of the association in the highest terms.

HAD THRILLING ESCAPE FROM DEATH



Among the Toronto people who were rescued from the ill-fated Cunard liner, the Lusitania, was A. R. Clarke, head of A. R. Clarke & Co., leather manufacturers, Eastern Avenue, Toronto. He was on a business trip to the Old Country, and at first great anxiety was felt regarding his fate, but a few hours after the terrible disaster, a cablegram was received

by Griffith B. Clarke stating that his father was safe. Mr. Clarke had a thrilling experience, and one that he will remember all his days. He was sitting on the upper deck, when there came a sound of a loud explosion, and he saw fragments and splinters flying all around. Immediately the ship began to list, and Mr. Clarke started for his cabin. He found it difficult to get down the stairway, owing to the angle, and returned to the upper deck. As the listing of the ship grew greater, he once more tried to reach his cabin for a life belt, but the room was utterly dark, and to remain there he felt would result in his being caught like a rat in a trap. The cabin door closed as he entered, and he could not open it again, owing to the acute angle of the ship. He got out, however, through a side door and mounted to the deck. He resolved to take no more chances, and seized a life preserver. He was then flung off his feet against a rail, while moving forward. Next he made a chance leap for one of the nearest lifeboats, and was drawn down in a sort of whirlpool, which seemed to carry him to the bottom of the ocean.

Speaking of his experience, Mr. Clarke said:—"I closed my eyes, and some water got in my throat—something was holding me across the chest, gripping and crushing me, while something else seemed to wrench me around. I felt twisted and racked. All this time I was fully conscious, and I remember hoping such pain would come to an end. Suddenly whatever was holding me let go, and I rose rapidly to the surface, and the next thing I recall, I was floating near a boat, and two sailors pulled me in. I suppose my boat was forced under the water when the Lusitania sank, as I did not see the ship go down. When I was submerged she was there, and when I rose, she had gone. I saw many bodies floating by me, and I can tell you, that I am decidedly thankful to have escaped. We remained in the sea some hours, until trawlers came along and rescued us." Mr. Clarke certainly went through an unspeakable ordeal, and at a recent meeting of the Advisory Industrial Committee of the Toronto Board of Education, a message of congratulation was sent to Mr. Clarke, who is a member of the Industrial Committee. He is the popular president of the Riverdale Business Men's Association, who also despatched a cablegram congratulating him on his escape.

Leonard L. McMurray, who has for some years been looking after the export trade of Gutta Percha & Rubber Limited, Toronto, was also a passenger on the doomed vessel, and was among the survivors. The sinking of the Lusitania is the second time that a ship on which Mr. McMurray was sailing has gone down.

Particularly sad is the death of Frank A. Rogers, merchandising manager for the Robt. Simpson Co., Toronto. Only a few days before sailing, he was married to Miss Agnes Hill, daughter of W. J. Hill, Registrar of West York, and was on his wedding trip. Both Mr. Rogers and his bride met death. He was a fine type of man, and greatly respected for his sound business ability, which had led to his rapid promotion. He was highly regarded by the whole staff.

Another member of the Robt. Simpson Co.'s staff, who lost his life was Franklin A. Peardon, manager of the leather goods department. He was a prominent member of the Y.M.C.A., and a few weeks ago asked to be sent to

Europe on a trip, as he thought it would be a profitable one for his department. His tragic death is deeply deplored.

HEAVY LEATHER SHIPMENTS ABROAD

Attention has been called at various times within the past six months to the opportunities in this market which awaited Canadian leather exporters, in view of the output of English tanners being diverted to military use, says an English commercial correspondent.

It may now be stated that large quantities of Canadian leather have reached Liverpool. Local leather men who have seen the stocks describe the leather as being of a particularly high finish and quality, though high in price. This, however, is to be expected in view of the abnormal conditions of the supply and demand and the high shipping freights ruling.

The following figures show the quantities and values of the imports of "Hides—Undressed Leather" from Canada in each month during the past six months. For purposes of comparison, the quantities and values in the same months of the year preceding are also given. The value of the increased trade which has resulted in the period under review is £175,782.

	Quantity.	Value.	
	cwts.	£	£
October 1914.....	6,748	41,210	1,375 (decrease)
" 1913.....	7,498	42,585	
November 1914.....	8,593	59,648	42,141 (increase)
" 1913.....	2,888	17,507	
December 1914.....	8,844	58,939	56,767
" 1913.....	315	2,172	
January 1915.....	3,525	27,306	17,357
" 1914.....	1,633	9,949	
February 1915.....	9,488	69,840	55,715
" 1914.....	2,700	14,125	
March 1915.....	2,958	20,028	5,177
" 1914.....	2,192	14,851	
Increase in quantity of leather imported from			
Canada in 6 months			22,930 cwts.
Increase in value of leather imported from			
Canada in 6 months			£175,782

WILL TAKE A NEEDED REST

Henry Martineau, who has for the past eight years represented Ames-Holden-McCready, Limited, in the city of Montreal, recently resigned his position with the company and intends spending the next few months in the country. It is Mr. Martineau's intention to resume his connection with the wholesale shoe trade next fall, but at present he has no definite programme formulated, and is chiefly concerned with plans for a holiday of several months, which he feels he deserves as he has not taken any for over twenty years.

Mr. Martineau first started in the shoe game with the old firm of Michaud Lambert & Co., whose factory was located on Robin street, Montreal. He remained with them for a period extending over six years. He left that company to cover Quebec Province for the Kingsbury Footwear Co., with whom he was employed for seven years. He then entered into partnership with J. I. Chouinard, forming the Regina Shoe Co. He severed his connection with this firm later and started with Ames-Holden-McCready, with whom he has remained up to the present.

Mr. Martineau is one of the best known and most popular shoe travelers in Montreal.





MEN'S SHOES TOO LONG FOR THEIR WIDTH?

Editor, SHOE AND LEATHER JOURNAL:

You are anxious no doubt to have any matters relating to the shoe trade of Canada thoroughly discussed through the columns of your valuable paper. I am writing you with the hope that the retail trade of the Dominion, which your paper covers so well, will give an expression of their individual opinion and also their experience with the "new last." There is no doubt but that the "new last" has wonderfully improved the make-up of the shoe to-day in comparison to what it was—even five years ago—in fit, style and workmanship; but we should remember that it is not all due to the "new last." Some credit must be given to the proficiency and advance in new machinery now in use for turning out the work. While I would give the "new last" all the credit possible, yet I think that to-day we are getting too much of it. The general public has been reading so much through magazines, newspapers, catalogues, etc., about new lasts, that the first question a lady will ask when she comes into your store is, "Mr. Jones! Have you got your new spring shoes in yet? Are they made on the new last? Please let me see them. Are you sure that they are the very latest? Oh, how sweet! I do not require a pair to-day but I thought that I would call and see them. Will there be anything newer this summer?"

What has brought about this state of affairs? Our manufacturers are progressive and are filled with that dominant spirit to excel. How can they do it? Get out a few new lasts, advertise them thoroughly and push them for all they are worth. This course would be all right if we had only one or two manufacturers, but when they all do it we get swamped with new lasts.

Let me give you my experience with the "new last," and I hope that several manufacturers will read what I have to say. Seventy-five per cent. of men's fine shoes made to-day are too long for their width. We do not know whether the aim of the manufacturer is to produce a neat article or to economize in leather, but one thing we do know is that the shoes are made too narrow for their length. The shoes should be one-sixteenth wider in the sole; I mean on the inside and not the outside. Most of the shoes are also made too low across the instep and a great many people, especially in rural districts can scarcely get a shoe on without taking a half to a whole size larger than they need. I am safe in saying that fifty per cent. of our customers complain of the low arch and narrow insole. If manufacturers would leave out the fads and go back to common sense there would be more shoes sold by the retail trade. So many new lasts are demoralizing the shoe trade, especially in the small towns where it is impossible to keep all the fads that are in vogue. I believe that one of the chief reasons we read of so many failures, compromises and retiring from business announcements is due to the fact of the numerous fads in the shoe business, so that to-day it is no longer safe for a man with small means to enter the retail ranks.

Yours truly, R. J. DRYSDALE.

Hensall, Ont.

* * *

MORE FACTS WANTED ON LEATHERS

Editor, SHOE AND LEATHER JOURNAL:

If there is one thing that would be welcomed and appreciated by the trade, more than any other, I think

it would be, "correct information regarding leather." There is an appalling ignorance along this line, even among shoemen of twenty-five and thirty years' experience. Many veteran shoe travelers cannot explain how certain leathers are treated and they know them, simply as a child knows figures—by their names and appearance. Is there any reason why information regarding the different processes that leather is subject to, should remain a secret in the minds of tanners and manufacturers? Many an old farmer knows more about leather than the average shoe salesman. From the hide of every animal used for making shoes we get apparently from one to six or seven leathers, yet how many shoemen know how those leathers are finished? When the small boy begins to sell shoes he is told that "this is made from 'split leather' and 'this is a pebble' leather" and after this wonderful knowledge, sinks indelibly into his active brain an old farmer actually has the gall to tell him (after the boy spent four years and three weeks in the shoe business) that they are both 'split' leather ??? He feels about the same way he did when he found out there was "no real Santa Claus" and "the doctor didn't bring the baby after all." It is high time we had some facts concerning leather, and I trust the SHOE AND LEATHER JOURNAL will furnish them.

Yours truly,

W. H. PLUMMER,

Sussex, N.B.

Sussex Mercantile Co. Ltd.

* * *

SUPPORTING HOME INDUSTRY

Editor, SHOE AND LEATHER JOURNAL:

I am not a rabid patriot, a blinded bigot or a parochial resident, but I think it is time that a halt should be called in the agitation which has been carried on in reference to the army shoes. The most dangerous kind of a lie is a half truth, and to judge from the comments which have appeared in the press, one would think that Canadian shoe manufacturers were entirely at fault for the class of military footwear turned out, and that no blame or responsibility rested upon the government. The matter of fact is, that while the makers in a few cases may have been careless, yet they were given orders that these goods must be rushed pell-mell, and any way, where were the government inspectors? Were they on the job? Did they know enough about shoe-making, to say whether the specifications were lived up to. In the past, the shoes made for our troops have always given satisfaction and would have done so under normal conditions, had they not been required to do service in weather that would tax the best army shoe ever produced. It is easy to lay the blame at the door of the shoe manufacturers. They followed out the specifications, and because the work may have been not up to the mark in every instance why should there be a general reflection cast upon the honesty, integrity and reputation of the industry as a whole?

I am drawing no fanciful picture, but am simply stating the facts. At this time, when everybody is talking patriotism and production, and such mottoes as "Better because Made-in-Canada" are being stamped on our goods, what will be the effect of telling Canadians day after day, by the way of inference or deduction, that shoemakers in this country cannot make shoes—that they use flimsy materials, faulty workmanship and inefficient methods. At this particular time we should all unite in an effort to keep our factories going—patronize home industry and see that we get the best value possible for the money.

Yours, etc.,

Montreal, Que.

FAIR PLAY.

HE KEPT "TOMMIES" WELL SHOD

In the accompanying illustration is seen 265 pairs of army shoes which had been repaired for the boys of the 19th and 20th Battalions by D. W. Butler, of the United Shoe Repair Co., 667 Queen St. West, Toronto. Just previous to the departure of the soldier lads for the front, Mr. Butler received a rush order to repair some three thousand pairs. The reader might rush to the conclusion



that the shoes were not up to the mark, but such an idea is misleading. They had been in use for months and the military authorities were anxious to have the Tommies well shod before sailing. Mr. Butler was given only ten days to execute the work and six other shops in the city were called upon by him to assist in re-soleing and re-heeling the big collection of footwear.

Speaking of the military boot, Mr. Butler, who has been in the shoe repair and shoe making business in Toronto for five years, states that on the whole he never saw a better made lot or a more serviceable collection. They stood the rigors of the past winter, the snow, mud, long marches and trying conditions generally in a way that was commendable. Of course, where there were six or seven thousand men in camp, as on the grounds of the Canadian National Exposition, there was a great deal of repair work. Mr. Butler had this contract and seven men were engaged at the grounds under the direction of the senior ordnance officer and an inspector reinforcing all new boots with nails in the shank and heels. About ten thousand pairs were reinforced and this preliminary was attended to before the new shoes were issued to the men. Of the pairs on which new bottoms were placed there were about eight thousand, including the final rush order.

Mr. Butler has a complete equipment at his repair shop including a Goodyear repair outfit with stitcher, which is run by a five horse power motor. He also has a Crow loose nailer and a McKay stitcher, there being only one or two other repair shops in Toronto with the latter machine. He guarantees all work and during the five years that he has been doing business in Toronto, so splendidly has every job been executed, that during this period he has had to replace only one pair of men's soles and one of women's and four pairs of rubber heels. That is a record of which he is proud. He keeps four men constantly employed and calls for and delivers all work. He has also a leather splitting machine and buys his supplies in large lots.

DISTINCTIVE LINES FOR WOMEN

The fall samples of the Perth Shoe Co. are distinctive in every respect, being the smartest ever turned out by this well-known firm, which specializes in women's wels. The military effect is strong in all the leading creations and the Louis heel is a decided favorite. Toppings in both button and bals come in canary, Belgian blue, battleship grey, shepherd's plaid and silver stripe, the latter being a parti-

cularly effective combination of white and black. The principal leather is patent, but a liberal representation is gun metal. The short vamp and round toe effect are winners, but there are several medium recede pointed toes. The gaiter pattern is generously presented and the whole line is about equally divided between button and lace. A patent leather button with shepherd's plaid upper is a pleasing creation. In low cuts a number are seen with cloth quarters and cloth inlays, while rhinestones form the leading ornaments. Frank Power is representing the Perth Shoe Co. in Eastern Ontario and Quebec City; S. G. Amero, in Western Ontario; E. A. Chalk, in Northern Ontario, and G. H. Ferguson in the western provinces, while G. H. Ansley is manager and secretary of the company.

WHEN WOMEN WORE NO HEELS

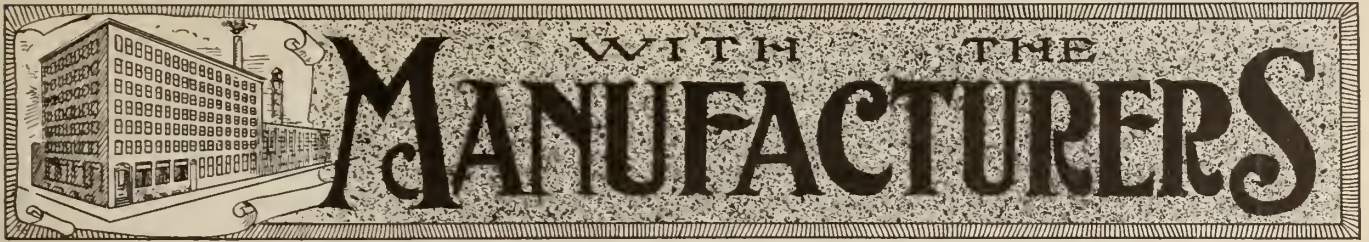
"When we come to look at the high heels that are put on women's shoes to-day, it does not seem possible that women wore no heels at all something like seventy-five years ago," says a writer in Shoe Topics. "There are a few men yet alive in this trade who can recall the styles in women's shoes three-quarters of a century ago and they say that it was nothing short of a miracle to get women to wear heels at all. Men wore heels on their shoes long before the women. In the early days women would not wear heels, and when they did begin to wear them it was a spring heel. Next they wore a low heel and from that time to the present the height of the heel has increased until to-day there are plenty of women's heels more than two inches high. Another thing about women's shoes, which shows what an advance had been made in shoemaking, is the last. In the beginning of the trade in this country a manufacturer could make shoes and never have to change lasts during his entire career. Now lasts are changed so often that if the average manufacturer makes money enough to pay for them and pay the help, he is doing pretty well. According to some of the shoe manufacturers of long experience, the last men are to blame for all this change in the styles of lasts. The last manufacturers go to the shoe factory with a last that has a new toe and tell all about how it is the only last that will be popular until the shoe manufacturer agrees to try it, and so it goes.

BUSINESS IMPROVING IN THE WEST

H. E. Wettlaufer, sales manager for Chas. A. Ahrens, Ltd., Berlin, Ont., has returned from an extended pleasure trip to Cuba, the Southern States and the Panama-Pacific Exhibition, after which he took a journey up the Coast to Vancouver, and started on his regular business trip east, doing the large cities and towns in the interest of his firm. He reports



business for fall as being very good and notes an improvement in the west. The numerous shingle mills in the Chilliwack district are again operating, and the Consolidated Mining Co., at Rossland, B.C., last month, paid out the largest amount in wages of any month during the past five years. The smelters at Trail and also at Grand Forks are busy, and things generally appear to be taking on a brighter aspect. All the seeding in the Prairie Provinces has been carried on in good shape and vegetation is well advanced, being considerably ahead of last year, while a vaster acreage has been sown. There is a better tone to trade generally in the west, and with the promise of a bumper crop this autumn, conditions should be pretty nearly back to normal. Mr. Wettlaufer is now devoting his attention to some of his accounts in the east, and reports that his firm is very busy on fall footwear orders.



NEW BUTTON-HOLE MACHINE

A new machine for making button-holes is being introduced into some shoe factories. It is figured that the machine will make button-holes at the rate of a hole every two seconds, and that in a day it will make 10,000 or more holes. The machine will make 42 stitches a second, and it starts when the button is pressed. It stops itself when the button-hole is complete. The thread is automatically cut off and a blower blows away the thread pieces. The machine is safe to run. There are no exposed parts in which an operator can catch her fingers in a careless moment. The mechanism is encased, and no oil can fly about to spatter on the shoes or on the clothing of the operator. In readjusting the machine the parts may be readily removed. After the belt is thrown off, the outfit may be turned over with a crank, like an automobile engine. The button by which the machine is started may be locked, so that the machine cannot start; or the work may be clamped into position under the needle while a button-hole is being re-sewed, or other special work is being done.

DEVELOPMENTS IN SHOE LACE SITUATION

Owing to the scarcity of shoe laces some manufacturers are employing various styles of ribbons to take the place of the lace. A Montreal findings house is putting on the market a white flat shoe lace adaptable for tennis and other summer sporting shoes. Manufacturers of rubber footwear have been confronted with the serious problem of securing a satisfactory lace. The new lace, for which a thirty day delivery is promised, is made of American yarn. Formerly a German yarn was used, but this, of course, has been cut off since the war started. The shoe lace situation in general is becoming more bothersome every day. The dye situation is also acute and Canadian findings houses are only able to secure a ten day supply of laces and one is never sure when the supply will stop. A Montreal concern which placed an order in January for six thousand cases is still awaiting delivery. Another factor which does not help the situation is the demands made to match colored tops.

POWDERED SOLE SOFTENER

A new preparation for tempering and softening sole leather which comes in powdered form is now available. Three pounds of this material makes fifty gallons of solution, which the inventors claim will temper five thousand pairs of soles at a much reduced cost. It leaves the leather flexible and plump and of good appearance. The directions for working are very simple and the inventor of this material is anxious to send free samples to anyone interested.

INSOLE IS WHAT COUNTS

About six hundred factories in America are making welt shoes, their total production running up to more than 100,000,000 pairs annually, says "Hide and Leather." That is a monstrous production, when it is considered that a few years ago only a few million pairs of welt shoes were made. One of the powerful agencies in increasing the production of welt shoes has been the machinery companies that make welt machinery. Of course, the public approve of welt shoes enough to buy them. Mention is made of the machinery

companies, not in any particular praise of them, but rather to suggest to leather men the possibilities of joining in the development of welt shoes. For example, the vital part of the welt shoe to-day is not the machinery with which it is made, but the insole that it put into it. Supposing tanners made a vigorous effort to push the sale of solid leather insoles for welt shoes. There is before them a chance to gain a business of the 100,000,000 insoles that should be used in that number of welt shoes. Doubtless, the public would approve of the leather insole.

CHANCE FOR CANADIAN SHOES

A recent report from Great Britain to the Department of Trade and Commerce, Ottawa, says:—"The prospects of Canadian-made footwear obtaining a market in England have been referred to in former reports and the following particulars will supplement the information previously given: Including over 2,000,000 pairs of boots especially manufactured for the French army, the total output from the English boot factories since the war began is approximately 6,000,000 pairs and the average weekly production is now proceeding at about 250,000 pairs. This enormous output for military purposes has diverted the attention of manufacturers from the production of footwear for civilian use. Wholesale and multiple shop firms are beginning to experience difficulty in obtaining sufficient supplies of boots and shoes, and there is a prospect of a serious shortage of the heavier grades. The exceptional drain on the boot market has materially affected the cost of all kinds of footwear, and until the war is over, and probably for some time afterwards, the public will have to pay considerably higher prices.

SOME POINTS OF INTEREST

Detachable ornaments will probably find favor next season. A sort of clamp arrangement is used in attaching them.

A new line of improved sand paper for shoe uses has been put on the Canadian market. It is claimed this line will cost much less and wear longer than the article being used at present.

In shoe ornaments, black and white combinations continue to be the rage and are used exclusively. Canadian shoemen who returned from big American shoe centres this week bring back samples for next season, showing nothing but black and white.

A Montreal findings man is showing a new line of bows. One striking style seen is a patent perforated bow arranged in such a manner that the background can be matched with the color of the shoe or oxford top.

Another bow is cut in concave fashion to fit the forepart of the shoe. Incidentally, it might be stated that plain effects are shown to a large extent amongst the samples of the different findings houses.

A new felt box toe has recently been shown in Canada, which, it is claimed will make the operation of attaching box toes a much cleaner process than it is at present and also much less expensive. It is pre-shellaced, and after a few seconds' heating is ready to be attached. It is also arranged so that it does not gum the needle when being stitched in.

SHOE NEWS IN PARAGRAPH

J. O. Vermette, shoe dealer, of Montreal, has assigned. G. M. Jenner, shoe dealer, of Winnipeg, has assigned. Colver Tannery have started business in Lethbridge, Alta.

The Jap Co., shoe dealers, Calgary, have dissolved partnership.

W. V. Ecclestone, of T. Eaton Co., Toronto, was in Montreal last week.

A quick shoe repairing shop has been opened in Thorold, Ont., by B. Pappani.

Nicholson Harness and Shoe Repair Co. have begun business in Delbourne, Alta.

W. S. Pettes, of Montreal, was in Toronto last week for several days on business.

F. W. Knowlton, of the U. S. M. Co. of Canada, Montreal, was in Boston recently.

Frank W. Slater, of Montreal, spent several days in Toronto recently on business.

Elmer Davis, of A. Davis & Son, Kingston, was in Montreal during the past week.

The Craft Fashion Shoe Store has been opened at 153 St. Catherine street east, Montreal.

Charles A. Ahrens, shoe manufacturer, Berlin, was a caller on the Toronto trade last week.

A handsome shoe shine stand has been installed in the Gorman shoe store in Belleville, Ont.

John Sinclair, of the Barric Tanning Co., Barrie, Ont., was in Toronto on business last week.

Wm. Rennie has opened a shoe repairing shop in the Dominion Hotel block, Millbrook, Ont.

E. H. Scarrow, shoe retailer, of Owen Sound, was in Toronto last week calling on the trade.

O. Brunet, of the Eagle Shoe Co., Montreal, was in Boston and other shoe centres last week.

O. H. Vogt, manager of the Great West Felt Co., Elmira, was in Toronto recently on business.

Frank Mungo, shoe repairer, of Niagara Falls, Ont., has installed an electric shoe repairing outfit.

J. E. Macfarlane, of A. McKillop & Co., wholesale shoes, Calgary, was in Montreal during the past week.

J. R. Labelle, wholesale shoes, and the Newcastle Leather Co., Montreal, have recently registered.

J. F. Griffin, Belleville, has installed a 22-foot U.S.M. Goodyear shoe repair outfit in his establishment.

Raoul Lanthier, of the Kingsbury Footwear Co., Montreal, was in Boston recently on a business trip.

George H. Kimber, shoe retailer, of Creemore, Ont., was in Toronto last week calling upon the trade.

Henry Palmer, of Galt, an expert shoe repairer, is now connected with Aitchison's shoe store in Elora, Ont.

B. W. S. Martin, sales manager of the John Ritchie Co., Quebec, was in Toronto this week on business.

E. K. Snyder, shoe merchant, of Berlin, Ont., has been elected a member of the Board of Trade of that city.

A. Congdon, of Congdon, Marsh, Limited, Winnipeg, was a recent visitor in Montreal and Quebec factories.

Ralph Locke, of Dufresne & Locke, Maisonneuve, is spending a few holidays in the Laurentian Mountains.

La Parisienne Shoe Co., Maisonneuve, are installing a U. S. M. Co. button hole making machine in their factory.

J. A. Adams, of the Murray Shoe Co., London, has returned from a business trip to Winnipeg and the West.

J. P. Buchanan, representing the Smardon Shoe Co., Limited, of Montreal, spent several days in Toronto recently showing a splendid range of fall samples, embracing

the latest creations and newest effects in women's fine footwear.

Matthew Fitzgerald, of Brockton, stitching room foreman, has taken a position with J. & T. Bell, Limited, Montreal.

J. E. Pare, of Dufresne & Locke, Maisonneuve, has returned from a trip to Boston and other American shoe centres.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, is at present spending a few days in American shoe centres.

The Murray Shoe Co., London, Ont., have installed a U. S. M. Co. Louis heel breast trimming machine in their factory.

T. L. Guinivan, of the Walk-Over Boot Shop staff, Toronto, has returned after spending a few weeks in Montreal.

Frank Bauslaugh, of John Agnew, Limited, Brantford, was in Rochester, Buffalo, and other points last week on a business trip.

Frank Delancey, superintendent for J. & T. Bell, Limited, Montreal, paid a visit recently to his old home in Haverhill, Mass.

Mr. McMillan, foreman of the sole leather room and stock fitting room of the John Ritchie Co., Limited, Quebec, has resigned.

E. L. Emerson, of the Boston Last Co., Boston, spent a few days recently at the Canadian plant of the company in Richmond, P.Q.

W. T. Fegan, of the Big 88 shoe store, Queen street west, Toronto, who has been ill for some time is now much improved in health.

Long Bros., dealers in hides and skins, Charlottetown, P.E.I., have dissolved partnership. G. F. Long continues under the same style.

Glass & Lyons, dealers in shoes and men's furnishings, of Deloraine, Man., have dissolved partnership; R. R. Lyons will continue the business.

A. O. Giroux, employed by J. & T. Bell, Limited, Montreal, as foreman of the finishing room, has resigned his position with the company.

F. A. Guinivan, of the Walk-Over Boot Shop, 290 Yonge street, Toronto, spent a few days in Boston and other cities last week on business.

F. A. Schmidt, 31 Weber street west, Berlin, Ont., intends going into the shoe findings line, which he will add to his other manufacturers' supplies.

The St. Hyacinthe Soft Sole Shoe Co. have put in a large number of machines during the past month. Installations were made by the U. S. M. Co.

Peter A. Doig and J. B. Hurteau, of the Star Shoe Co., Montreal, have been spending the past week in Boston and other American shoe centres.

John Carney, who has been engaged with the Hartt Boot and Shoe Co., Limited, of Fredericton, N.B., has taken a similar position at Worcester, Mass.

H. W. Parsons and T. W. Hart, of the staff of salesmen of the Nugget Polish Co., Toronto, are spending a few weeks on business in the Maritime Provinces.

Several young men were recently sentenced to three months in gaol for breaking into Walsh's shoe store and other places of business, in Sault Ste. Marie, Ont.

William Stewart, the old reliable shoe repairer, 1093 Queen street west, Toronto, will occupy new quarters at 1134 Queen street west, about the middle of May.

John Christopher, one of the oldest residents of Ingersoll, Ont., died recently in his 90th year. He was for a number of years engaged in the tanning business.

L. W. Stock, western representative for Walker, Parker

& Co., shoe manufacturers, Toronto, has returned from a successful business trip throughout the Canadian west.

L. F. Jackson, of Toronto, has returned from an extended business trip through the Maritime Provinces in the interest of the Brandon Shoe Co., of Brantford, Ont.

The Barlow shoe store, Queen street west, Toronto, will shortly open out at 430 Bloor street west, near Borden street, where fine, well appointed premises have been leased.

The Department of the Naval Service, Ottawa, are calling for tenders for two thousand pairs of seamen's boots. The time for receiving tenders closes on May 21st.

Monroe Einstein, of J. Einstien, Inc., New York, spent a couple of days in Montreal last week in connection with the new branch of the concern being opened in that city.

Henry Kleinsteuber died recently in Elziver township in his 85th year. He had lived in Canada for sixty years, and for a long time kept a shoe shop in Bridgewater, Ont.

The U. S. M. Co. have installed an 18-foot Goodyear shoe repair outfit in the Central Shoe Hospital, St. Peter street, Montreal, of which Vineberg & Shapiro are proprietors.

The Relindo Shoe Co., Limited, 130 Wellington street west, Toronto, has, under the authority of the Ontario Companies Act, changed its name to the King Shoe Co., Limited.

The Duchess Shoe Co., Montreal, have recently placed several new machines in their factory, amongst them being a U. S. M. Co. Louis heel breast trimmer and a top piece scalloper.

Rosecrans Murphy, representing Julian & Kokenge Co., shoe manufacturers, Cincinnati, Ohio, was in Toronto last week on his semi-annual business trip, with a fine line of fall samples.

L. B. Shafer, representing the Moore-Shafer Co., of Brockport, N.Y., was in Toronto last week, showing a fine range of spring samples, in which several new models were much admired.

Russell Bros., shoe retailers, of Fort William, have retired from business and will henceforth devote their attention to the contracting and building lines, in which they were also engaged.

The Feldman Leather and Shoe Findings Co., Limited, of Toronto, has been granted a charter. The capital stock is \$40,000. Among the incorporators is Moses Feldman and the company is empowered to carry on in all its branches

the business of a leather shoe finding, metal and rubber company.

C. F. Schuszler, city traveler for the Minister-Myles Shoe Co., Toronto, is also representing the Nursery Shoe Co., of St. Thomas, in Toronto, and has a sample room at 58 Toronto Arcade.

The U. S. M. Co., Montreal, report a strong demand at the present time for their Ideal clicking machines in Quebec. One of the recent firms to instal such a machine is Lachance & Tanguay.

Wm. Chamberlain, of Getty & Scott, Limited, of Galt, and H. H. Gibbins, manager of the shoe department of the John Murphy Co., Montreal, are spending a few days in Boston and other eastern cities.

F. C. Taylor's shoe store, corner of Bank and Slater streets, Ottawa, was recently visited by thieves who gained entrance through a back window. The till was rifled and about thirty dollars carried off.

It is reported that work will shortly be started by the Atlas Construction Co., on a contract with the Granby Rubber Co., for constructing new buildings and re-modelling the present ones at Granby, Que.

Jobbers report a fair sorting business and collections as improving. Travelers are now out for the various wholesale shoe houses with complete lines of samples for fall. The trade outlook is getting better.

In a fire this week in the Bank of Commerce building in Belleville, Ont., water caused some damage to the stock of rubbers of the Canadian Consolidated Rubber Co., and to the goods of the Belleville Shoe Co.

The Lockett Shoe Store, Kingston, have supplied over thirty nurses of No. 5 Stationary Hospital, Queen's University, with the necessary kits and other requirements to do them for the remaining period of the war.

Geo. Hicks, former manager of the W. W. Cooper Co., Swift Current, Sask., has removed to Moose Jaw, where he is now manager for Herbert Snell, Limited, dealers in dry goods and boots and shoes.

The Royal Shoe Co., of Toronto, whose headquarters are at 88 Yonge street, have closed their branch at 772 Yonge street, which was opened a couple of years ago, and will concentrate their trade at 88 Yonge street.

Patrick McCourt, a former resident of Cornwall, who was employed in the shoe factory of J. & T. Bell, Limited, Montreal, and learned his trade with the Slater Shoe Co.,

SOME ATTRACTIVE AND NEAT FITTING MODELS



MILITARY BAL, PATENT FOREPART AND FOXING, SHEPHERD'S' PLAID TOP—BY PERTH SHOE CO.



PATENT PUMP, GREY SUEDE QUARTER, PLAIN TOE, LOUIS HEEL—BY SMARDON SHOE CO.



GUNMETAL BAL, FLANGE HEEL, DOUBLE STITCHED TIP, WET SAND CLOTH TOP, WITH DULL EYELET FACING—BY JAMES MUIR CO.

passed away recently, after a brief illness, in his 25th year. He leaves a mother, four sisters and two brothers. The remains were interred in Cornwall.

The stock of Borbridge's shoe store in the Temple building, Brantford, Ont., has been removed to the head store in St. Thomas, and the premises recently vacated in Brantford will be converted into a drug store.

H. L. Geene, of Ottawa, and S. Craig, of Smith's Falls, Eastern Ontario representatives of the White Shoe Co., spent a few days in Toronto last week securing fall samples, and are now covering their respective territories.

D. J. Lynch, late of the Regal Shoe Store, Toronto, has taken a position on the road with the A B C Distributors, Toronto, and will cover Western Ontario, succeeding W. J. Mitchell, who has gone with a London house.

Chas. Bonnicks, late manager of the Toronto branch of Ames-Holden-McCready, Limited, has opened an office in the C.P.R. Building, corner King and Yonge streets, where he will conduct an insurance and financial business.

J. W. Foy, Toronto, is spending a few days in Parry Sound, North Bay, Sudbury and Port Arthur, on business connected with the United Shoe Dealers, who operate stores in these towns, as well as in Lindsay and Owen Sound.

Clayton S. Corson, sales manager of the Regal Shoe Co., Toronto, left last week on an extended business trip to the West and will go as far as the Coast. Mr. Corson expects to open up several new agencies for the Regal shoe.

W. E. Campbell, the eastern representative of the American-British-Canadian Distributors, Toronto, has just completed a very successful trip through the Maritime Provinces, and is now on his way to several of the Eastern Ontario centres.

Two employes of the shoe department of a Toronto store were recently convicted and sent to gaol for "knocking down" money received on sales. Their method of operation was to sell goods to customers and allow the latter to take the boots out on their feet. Instead of sending the

old boots to the delivery, they sent them to the repair department which did not necessitate a "slip," and the money for the new ones was pocketed.

Arthur Bonisteel, of the Collis Leather Co., Aurora, has returned from a successful business trip to England, where he placed some very large orders for Aurora calf. The Collis Leather Co. are among the largest importers of raw French calfskins on the continent.

Capt. Thos. Haygarth, who has been in the clothing business for some time in London, Ont., has enlisted, and the store which he occupied has been leased by John Agnew, Limited, of Brantford, the widely known shoe house, who are opening a branch in the Forest City.

At a recent meeting held in Berlin, Ont., W. G. Weichel, M.P., complimented the shoe manufacturers of that city and Waterloo on the satisfactory character of the boots which they had turned out for the soldiers in training and at the front, which were fully up to the samples submitted.

The Seamless Rubber Co., Limited, of Toronto, has been incorporated with a capital stock of \$40,000. S. C. Williams is one of the incorporators and the company is empowered to manufacture, sell and deal in rubber and rubber goods of every kind, and rubber accessories.

Geo. J. Scott, western representative of P. Jacobi, shoe store supplies, Toronto, has returned from an extended western trip, going as far as Vancouver. Mr. Scott reports trade as improving and the crop outlook as being exceptionally good. He booked a large amount of business.

An agitation is on foot to have the wholesale shoe houses in Toronto close at 12 o'clock each Saturday during the summer months, instead of 1 o'clock, as usual. The movement has met with a great amount of encouragement and it is likely that it will be inaugurated in a few weeks.

James Robinson, the widely known wholesale shoe merchant, of Montreal, who has been spending several months in Cuba, has returned home. He is now in splendid health and feeling better than he has for many months, which news will be pleasing to his numerous friends in the trade.

Fred Knox, shoe retailer, of Bowmanville, Ont., was married on May 10th at St. James' Church, Caledon East, to Miss Corianna Beatrice, eldest daughter of Mr. and Mrs. Thomas H. Hanna, Hawthorn Villa, Albion. Many friends will extend congratulations to Mr. Knox and wish him and his bride long years of prosperity and happiness.

W. B. Parvin, of the Fit-U-Shoe Co., 1169 Bloor street west, Toronto, has moved into his new store at the corner of Bloor street west and Margueretta. There are two fine display windows of the latest type and the fixtures are in white enamel. At the right, in the rear, is a neat office, and the interior of the store is roomy and inviting.

The Brandon Shoe Co., Limited, of Brantford, have been doing the largest mail order business on fall samples they have ever enjoyed. Their cutters have been rushed cutting only mail orders since the middle of March, which shows that the twenty-one day delivery service of the firm is meeting a long felt want with the retailers and is thoroughly appreciated.

The Wm. Taylor Co., Limited, of Halifax, have inaugurated a rather novel scheme in order to increase trade. The firm give away a pair of shoes each day, and on Saturdays two pairs. With each purchase of \$1.00 or over, a ticket is given and the holder of the lucky number calls the following day and selects a pair of shoes. The plan has worked out very well.

The Maritime Hide Co., Limited, of Victoriaville, Que., has been granted a charter. The capital stock is \$40,000 and among the incorporators are Romuald Paradis and Alfred A. Paradis, of Victoriaville; John Russell, of Newcastle, N.B., and Robt. W. McLellan, of Fredericton, N.B. The

LONDON SHOEMEN ELECT OFFICERS

The annual meeting of the Retail Shoe Dealers' Association of London, Ont., was held a few days ago. There was a good attendance and several matters of importance were considered. The new president of the Association is Norval K. Wanless, J. E. Thorne is vice-president, and W. J. Ashplant is still secretary-treasurer. He has held the post four years—ever since the retailers organized—and is regarded as the right man in the right place. The dealers have found a local body of much help and benefit in regu-



N. K. WANLESS, PRESIDENT



W. J. ASHPLANT, SECY.-TREAS.

lating certain matters and overcoming some abuses in the trade. They have decided to close their stores on Wednesday afternoons during June, July and August.

Rowland Hill, former president of the Association, who has been fifteen years in business in London, recently commemorated the event by giving ten per cent. of the receipts of his two stores for three days to the work of the Women's Sanatorium Aid Society, which action was much appreciated.

company is empowered to buy, sell, export and deal in hides, pelts, leather, wool, etc.

Ernest H. Curtin has opened a modern shoe repair shop at 172 North Christian street, Sarnia, Ont., and is doing a splendid business.

Johnston's Big Shoe House in New Westminster, B.C. was recently awarded first prize in the May Day window display, being donated a cup given by a daily newspaper and ten dollars in cash. The display secured 85 points out of a possible hundred. The points were awarded on the following basis: May Day theme or idea, originality of treatment, and attractiveness of exhibit.

Fire broke out recently at Delhi, Ont., in the store-room of the Delhi Manufacturing Company, which stood very close to the factory proper. The structure, which contained \$11,000 worth of made goods, consisting of fur coats, mitts, gloves, and other leather goods, was totally destroyed. By hard work the factory was saved. There was about \$5,000 insurance. The origin of the fire is unknown.

Parker-Irwin, Limited, with a capital stock of \$50,000 and headquarters in Montreal, have been granted a federal charter. The company are empowered to manufacture, sell and deal in shoe findings, shoe factory and retail shoe store supplies, dressings, blackings, box gum, paste, glues and cements, shoe machinery, leather and rubber goods, together with all raw materials used in connection with same.

At a resumed hearing by the Dominion Railway Board in Ottawa, regarding the increase in eastern freight rates, among those who opposed the proposed advance were C. O. Shaw, of Huntsville, General Manager of the Anglo-American Leather Co., who stated that tanners could not stand any raise in rates; A. O. Beardmore, of the Beardmore Leather Co., Toronto, supported Mr. Shaw's testimony.

The boiler in the tannery of D. C. McKenzie, at Dundalk, Ont., recently blew up and made a complete wreck of the brick addition in which it is located. Mr. McKenzie was within a few feet of the brick work around the boiler when the explosion occurred. He received only a few scratches, although the boiler was lifted into the tannery about ten feet from its bed. The cause of the accident is unknown.

A. R. Angus, who with Oscar Dufresne, represented the Canadian Shoe Manufacturers' Export Association in the matter of negotiations toward obtaining orders for army shoes from the English and French Governments, returned to Montreal last week. Mr. Dufresne got back some time ago but Mr. Angus remained to personally supervise the delivery of 25,000 pairs to the French authorities, which were manufactured in Montreal.

The United Shoe Machinery Company, who are opening a branch office in Berlin, have leased the building formerly occupied by the Bricker Livery, near the corner of King and Gaukel streets. Several alterations are being made to the block, so as to provide for office and ware rooms for the company. It is expected that the new premises will be occupied about the first of June. Some members of the Toronto staff will be transferred to Berlin.

W. H. Trusdale, who is a former member of the traveling staff of the White Shoe Co., has joined Ames-Holden-McCready, Limited, of Toronto, and is covering the places between London and Windsor, while Harold Bonnick will

supervise the ground between Hamilton and London, in addition to his former territory. H. W. Pearson, the new manager of the company, will personally look after some of the accounts in the large centres of Western Ontario.

Phillips and Caper's shoe store, 101 Bank street, Ot-

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents.
Cash must accompany all orders.

EXPERIENCED SHOE SALESMAN wishes change—Smaller town preferred; capable of taking charge—good stock keeper and window dresser, and understands repair department. Excellent references. Box 98, SHOE AND LEATHER JOURNAL, Toronto.

WANTED—Side line, Ottawa and Hull, anything that sells to the shoe trade except rubbers, men's and women's G. W. turns and McKays. Stationary sample room. Call every week. Address, Box 2, SHOE AND LEATHER JOURNAL, Toronto.

BELT KNIFE SPLITTER—Open for position, eight years' experience on lime and bark tan stock, also dry splitting; thoroughly competent. Henry Lawrence, 217 Sumach street, Toronto.

MANUFACTURERS' OPPORTUNITY

\$10,000 TO BE GIVEN AWAY by the city of Cadillac, Mich. Cadillac makes this liberal offer in order to secure new manufacturing concerns, and will actually give this amount to an individual or company locating here with a shoe factory. We have a low rate of taxation, good shipping facilities, and within 48 hours' ride of 40 million people, and also have a cheap electric power. Nothing too large or too small for our careful consideration. If you are interested, communicate at once with T. R. Graham, Cadillac, Mich.

DEPARTMENT OF THE NAVAL SERVICE

TENDERS FOR BOOTS

SEALED TENDERS, addressed to the Undersigned and endorsed "Tender for Boots" will be received up to noon on the 21st May, 1915, for 2000 pair of Seamen's Boots.

Specifications and forms of tender may be obtained on application to the Undersigned or to the Naval Store Officers at H. M. C. Dockyard, Halifax, N. S. and Esquimalt, B.C.

G. J. DESBARATS,
Deputy Minister of the Naval Service.

Department of the Naval Service,
Ottawa, May 4th, 1915

Unauthorized publication of this advertisement will
not be paid for

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.

tawa, was entered a few nights ago and twenty-five dollars taken from the cash register. A panel in a door at the rear was broken in.

The Merit Shoe Shop has opened at 221 St. James street, Montreal, where the standard selling price for men's footwear will be \$4.50. There are thirty different models in men's shoes offered the public.

Lieut.-Col. J. I. McLaren, commanding the 19th Battalion, and Lieut. Wm. McLaren, also identified with the 19th Battalion, have gone to the front. The former is a brother, and the latter, a son of J. A. McLaren, of the firm of McLaren & Dallas, wholesale shoes, Toronto, and both were associated with the 91st Highlanders in Hamilton previous to enlisting; Lieut.-Col. McLaren being the commanding officer of the Scotch regiment.

W. L. Tuttle has moved into his bright new store at the corner of Barrington and Duke streets, Halifax. It is on the site where his former quarters stood which were wiped out by fire last fall. The store has four splendid show windows on Barrington street with two entrances, while on Duke street there is a display window and an entrance leading to the heavy shoe department below. The interior of the establishment, which is decidedly attractive, is finished in natural wood effect. Convenient stands are nicely arranged. There is a complete parcel and cash carrying system, and on a mezzanine floor are the slipper department and general offices. Mr. Tuttle, who is one of the most enterprising shoemen in the Maritime Provinces, had a very successful opening. Souvenirs were given away and music provided.

Howard Cobb, who is connected with John McIntyre, Montreal, and well known in shoe circles is at present having a summer home built at Chateauguay, Que. Mr. Cobb is an enthusiast on farming matters and it is under-

stood he is putting the land which he owns at Chateauguay to practical use in an agricultural way. H. W. Algeo, of the U. S. M. Co., who is also much interested in farming, intends spending the summer with Mr. Cobb, ostensibly to gather information concerning his chosen hobby.

The Lion Polish Co., Limited, have been incorporated and have started the manufacture of all kinds of shoe polishes, dressings and dyes, at 525 King street west, Toronto. Already several encouraging orders have been received. The trade mark of the firm is a Lion, and all their literature bears the words "Lion Brand Boot Polish." It is expected that business will be done all over the Dominion and the prospects of the company are very bright. L. Graziadei, an expert from New York, is in charge of the manufacturing department and for years has been associated with the Yankee Manufacturing Co., whose products are widely known and well established.

One of the most attractive shoe stores in Western Canada was recently opened at 666 Granville street, Vancouver—next door north of the Hudson's Bay stores—by the McKeen-Ingledew Shoe Company. The store has a frontage of 25 feet by 83 feet deep and has been remodelled throughout. The front is especially inviting, the ceilings of the shoe windows and vestibule and window backs being beautifully panelled in the finest Honduras mahogany. The seating and other furniture of the shop are also in solid mahogany. The finest of Axminster carpets covers the entire floor and will be kept clean by a power vacuum cleaner, thus avoiding dust. The store as a whole is certainly attractive, comfortable and well balanced. The firm will carry a complete stock of the finest makes in both Canadian and American goods. W. W. Ingledew, one of the partners, who has been identified with the retail shoe trade of Vancouver for ten years, is in charge.

STITCHDOWN SANDALS

MADE IN CANADA



Made to wear
Goodyear
Stitched
Staple Reinforced

Your best guarantee for non-ripping

Th. Mayer, 624-626 St. Paul St., Montreal

"Trade Mark"
Th. Mayer

OUTDOOR SPORTING
SHOES - INQUIRE
FOR PRICES.

We also make Fillers for Samples and Trees Feet.



Robin Bros.

LAST MANUFACTURERS

135 Carriere St. - MONTREAL

L. E. ROBIN, SOLE PROPRIETOR

The special attention of manufacturers is directed to the above last. Note the interlocking wood lips, which ensure its rigidity in use. Porter's Spring and Plug Device is the one used. This last has made a hit in leading factories. You need it if you want a rigid last.

We are also makers of the only PRACTICAL metal hinged Follower. Write for a sample and our prices. "You will save money if you buy from Robin Brothers."

ESTABLISHED 1898

M. 5484



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



MAKERS OF

HIGH-GRADE SHOES FOR
MEN AND WOMEN

Write us for further particulars

L. GAUTHIER & CO. - Quebec

THE
WM. A. MARSH CO.
LIMITED

*Manufacturers of**Fine Boots and Shoes*

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.



"Made-in-Canada"

F. BLOUIN, REG.

CORNER OF COLOMB AND NELSON STREETS : QUEBEC

Protect Your Credits

See that your travelers are provided with Dun's latest edition of the Reference Book. Ready now for delivery. There are thousands of changes made in ratings, styles, etc., each issue, and it is highly important that your representatives carry an up-to-date book.

Travelers' editions, bound in sections to suit territory, are now ready for delivery, and orders for same will receive prompt attention.

R. G. DUN & CO.
The Mercantile Agency

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.

Newsy Jottings From Quebec

Lachance & Tanguay, have installed a new clicking machine, and have given an order for another.

J. B. Lamontagne, of Eugene Thivierge, shoe manufacturer, was in Montreal last week on a business trip.

The fine large building formerly occupied by Frank W. McKeen, shoe manufacturer, Quebec, is advertised for sale.

The retail business is good and dealers are well satisfied with spring trade which has opened up better than many expected.

Among the visitors to the city were H. L. Taylor, of the Lionne Varnish & Leather Co., Montreal; L. Graziadei, of the Lion Polish Co. Ltd., Toronto; G. G. Parker, of the

Boston Last Co., Richmond; L. S. Odell, of Fisk, Ltd., Montreal.

The John Ritchie Co. are installing in their factory a new, modern dust fan. They are also making some alterations to their premises.

Arsene Nadeau, of Quebec, has entered a suit for \$1,300 against John Gardner. The two men were partners in the manufacture of infants' shoes.

Many friends will regret to learn of the death of Kenneth Glass, who was killed in action at the battle of Ypres. Previous to leaving for the front, Mr. Glass was in the employment of J. A. Scott, leather merchant, Quebec. At Lake St. Joseph, where deceased usually spent his summer holidays, he was a foremost figure in sporting and athletic circles.

LINEN THREADSFor All Kinds
of Manufactures**COTTON THREADS**

STANDARD QUALITY

BEST VALUE

Twines—all kinds

Hardash Silk Thread

Also Boot and Shoe LacesMohair, Leather,
Mercerized, Silk.**FRANK & BRYCE, Limited**MONTREAL
TORONTO
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

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

Ifyou want the
best material
and workman-
ship ask for

No. 14—10 in. leg

**John Bull
Larrigans
and
Leggins**

Made by

The R. M. Beal Leather Co.

Limited

Lindsay, Ont.

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

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City Office & Warehouse

63 Bay Street, Toronto

BRANCHES

137 McGill Street, Montreal

G. S. HUBBELL, Agent

553 St. Valier Street, Quebec

RICHARD FRERES, Agent



GENUINE FIBRE COUNTERS
 NOW "MADE IN CANADA"
 EQUAL TO THE BEST

Our new line is a thoroughly "Made in Canada" one. The fibre board used in making up the counters is manufactured by us at Chambly Canton (near St. Hyacinthe) so that not even the raw material we use is imported.

Our Fibre Counters are Guaranteed to Out Wear The Shoe.

SEND FOR
 SAMPLES AND
 PRICES

Duclos & Payan FACTORY AND OFFICE: ST. HYACINTHE, P.Q.
 STORE: 224 LEMOINE STREET, MONTREAL.

Tanners of Chrome Side Leather, Box Sides, Velours, Matt and Waterproof Sides, Chrome Soles.



SOLE LEATHER
 OAK—"TRENT VALLEY"

Non-acid. "Tests up." Is reliable.
 In Bends, Backs, Sides, Bellies.

HEMLOCK—"PENETANG" and
 "EAGLE"

TAP SOLES—We stand behind every dozen.

Established Over Half a Century



THE BREITHAUPT LEATHER CO., LIMITED

BERLIN - - - ONTARIO



People Buy The Williams Solid Leather Shoe Because it is First, Last, and Always, a Shoe that will Wear.

There isn't a better shoe in the world to sell to that class of your customers who want a shoe that will stand up against the hardest kind of wear and tear.

You can give it the strongest kind of a reputation and it will live up to your prediction, for every detail of its construction is *right* and it is *solid leather* all the way through.

SELL THE
WILLIAMS
 SOLID LEATHER SHOE

Williams Shoe, Limited
 BRAMPTON - - - ONTARIO

Made - In - Canada

"The Shoe that
 made Brampton
 Famous."

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BARRIE TANNING COMPANY

MANUFACTURERS OF LIMITED

STAPLE AND FANCY LEATHERS

RUSSET SIDES AND SPECIALTIES

BAG CASE TRUNK STRAP

LEATHERS

BRIDLE COLLAR SPLITS BOOKBINDERS

HIDES ALL SPECIALLY SELECTED

UTMOST ECONOMY IN CUTTING

FACTORY & HEAD OFFICE BARRIE, ONT.

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.



The "Kitchner"



PATENT LEATHER BUTTON, GAITER EFFECT, BOX CLOTH TOP, MEDIUM RECEDE TOE—BY JAMES MUIR CO.



Good Profit In These Lines

And that's what you are in business for—profit, both present and future. "Canadian Gentleman," "Sir Knight," "Pathfinder," and "Academy" Shoes have the quality of workmanship that gives enduring satisfaction as well as the smart style and easy fit that mean quick sales.



Some Popular New Lasts

In all leather and cloth combinations and every one of them undeniably smart and attractive.

"Kitchener" is an English recede toe. This is *the* last. Made especially to meet the demands of the smart dressers. It is one of our biggest sellers and comes in *Khaki, Sand, Putty, London Smoke, Seal Brown* and *Bronze Brown*, cloth tops.

"Rage" is a medium toe last that seldom fails to meet the ideas of the man who is not in the "smart young man" class but who has not yet reached the point in middle age from which a man will demand "comfort" before all things. One of the easiest walking lasts we ever produced and looks smart and dressy.

"Classy" is our full toe last, the ideal shoe for the middle-aged man who wants plenty of room for his toes. But there's nothing clumsy about it—its lines are such that appeal to the man who retains the instinct of neatness in his personal appearance.

"Torpedo" is a new last that we have brought out. You must see it. We have a confident feeling that our "Torpedo" will "explode" any prevailing notion that all the ideas for new lasts have been used up.



REPRESENTATIVES :

Ontario and Central Canada	- - - -	R. L. SAVAGE
Eastern Canada	- - - -	W. G. GRAY
Western Canada	- - - -	GEO. C. WILSON
Montreal District	- - - -	A. E. CLOUTIER

THE JAMES MUIR CO.

MONTREAL

It's a Very Long Time Since—



White Canvas Shoes have been so popular as they are this year. You need a good big stock and you need it now, because the summer season this year, in most parts of the country, promises to open unusually early.

Have You Got The Stock ?

If you haven't you will be well-advised to remedy such a defect in the state of your summer selling campaign. Order some of our smart new lasts in White Canvas,

To Retail At
\$2.50 and \$3.00

In a very short while there will be a mighty big rush—get your order in early. At the present time, owing to the enlargement of our factory capacity in our new building, we can promise

Delivery In Two Weeks

If our representative doesn't happen to be in your vicinity, mail us your order. It will receive prompt and careful attention, no matter how large or how small it may be.

CLARK BROS., LIMITED

ST. STEPHEN, N.B.

Established 1888

JUNE 1, 1915

Published Twice-a-Month

THE SHOE & LEATHER JOURNAL



Patent forepart and cuff,
grey kid top, low cut coun-
ter, Louis heel, buttons on
inside of gypsy quarter,
eight inch leg.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Sir H.W. TRICKETT LTD

WATERFOOT NR MANCHESTER.



B3953



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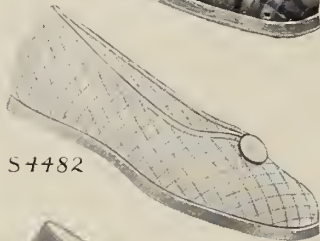
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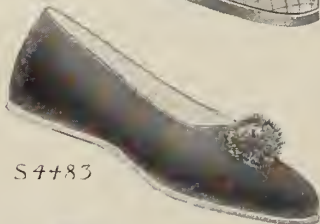
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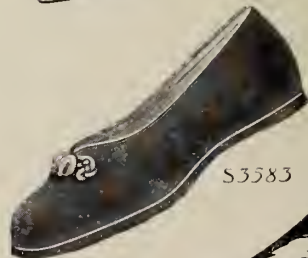
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CANADIAN REPRESENTATIVE

JOHN S. ASHWORTH,

16 MANCHESTER BLDG., TORONTO



DR. WRIGHT'S CUSHION SOLE

Your customers will swear by it. Made over our roomy HOBBO last, with the maximum of comfort and all the style and workmanship which the name *The Just Wright* implies.

And don't forget our IN-STOCK Department when in need of sizes. Prompt service and pleasing shoes assured you.

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



Take Advantage of Our IN-STOCK Service

A moment's consideration will convince you of the service this department can render by keeping your stock down to a minimum through its use. You could not do this if you did not know that you can depend absolutely upon the prompt attention and courteous consideration ALWAYS given. Satisfaction is guaranteed.

DROP US A LINE TO-DAY TELLING US OF YOUR NEEDS

FEATURES OF OUR FALL RANGE

For the Fall Season we have installed a large range of new lasts and patterns. We have put in a strong new line of viscolized sole shoes. We have also greatly increased our range of skating and hockey boots.

These are only a few of the many features that characterize our 1915 Fall range. Because they are different, AMES-HOLDEN-McCREADY shoes will be more popular than ever.

DON'T PLACE YOUR ORDER TILL YOU HAVE SEEN OUR FALL SAMPLES.

Canada's Largest IN-STOCK Shoe House

Ames-Holden-McCready, Limited

MONTREAL

ST. JOHN
EDMONTON

TORONTO
VANCOUVER

WINNIPEG

J-614-J

Women's Welt Oxford, patent, Regent last, black cloth top, five eyelets, narrow patent lace and top stay, circular fox, plain toe, short vamp, leather half-Louis heel, AA, 4 to 7; A, 3 to 7; B, C, and D, 2½ to 7.

\$2.50



J-614-Y

Women's Welt Overlap Oxford, patent, Belmont last, "putty" cloth top, circular fox, three eyelets, narrow patent lace and top stay, plain toe, short vamp, leather half-Louis heel. AA, 4 to 7; A, 3 to 7; B, C and D, 2½ to 7.

\$2.25



J-602-X

Women's Welt Avondale Pump, Berkshire last, patent vamp and fox, white calf top, plain toe, leather Louis heel. AA, 4 to 7; A, 3 to 7; B, C and D, 2½ to 7.

\$2.75



Pumps and Oxfords That Make Good

OUR ideal in shoemaking is a finished product that will bring constant satisfaction to the wearer. We appreciate the influence of such an ideal upon the business growth of both retailer and manufacturer.

These pumps and oxfords were made with this ideal in view. They are constructed over special, fine fitting low shoe lasts so that they fit trimly at sides and heel, and set gracefully and smoothly under the arch. This is true not only when they are first tried on, but through a long period of wear.

Such shoes will be a pleasant and effective reminder of your store when more shoes are needed.

We have all six styles in stock, which means prompt service when your order arrives.

UTZ & DUNN CO., Rochester, N.Y.

New York Office

200 Fifth Avenue
New York City
S. A. McOMBER
Representative

Denver Office

218 Charles Bldg.
Denver, Colo.
RICE & TIGER
Representatives

Los Angeles Office

602 Lankershim Bldg.
Los Angeles, Cal.
G. C. McATEE
Representative

J-402-B

Women's Flexible McKay/Broadway Pump, dull calf, Newport last, plain toe, two jet ornaments, leather half-Louis heel. B, C and D, 2½ to 7.

\$2.25



J-614-Z

Women's Welt Oxford, patent, Versailles last, "sand" cloth top, circular fox, five eyelets, narrow patent lace and top stay, plain toe, short vamp, leather half Cuban-Louis heel. AA, 4 to 7; A, 3 to 7; B, C and D, 2½ to 7.

\$2.25

J-414-X

Women's Flexible McKay Oxford, patent, Stage last, grey cloth top, circular fox, five eyelets, narrow patent lace stay, plain toe, short vamp, leather half-Louis heel. B, C and D, 2½ to 7.

\$2.00





Get a Good Grip

on your trade by selling SPORTING SHOES that never fail to live up to expectations—in other words, sell



“Royal” and “Bull Dog”

Canada's Renowned

Sporting Shoes

It is a fact, Mr. Dealer, that the sales of these two famous lines are increasing with tremendous rapidity, because they are absolutely the best value obtainable, and the range is big and broad enough to meet the requirements of all.

Our Representatives Are :

- | | | |
|---------------------------------------|-----------|-----------------|
| 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. |
| The 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. |

How About Sorting ?

Send your sorting orders to any of the well-known jobbing houses listed on this page and get the “ROYAL” and “BULL DOG” lines. It means quick sales at good profits and everybody completely satisfied.

The Independent Rubber Co., Limited
Merritton, Ontario





"PARIS" MODEL

Those particular persons who are so exacting, when purchasing shoes, as to almost exasperate you, can be pleased sooner if you show them BELL Models.

The name has established a standard of character, style and value in the shoe industry of Canada, which people fully recognize.

Promote your own interests by concentrating on BELL Lines.

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."

**20%
CHEAPER
THAN
WOODEN
BOXES**

**20%
OR MORE
SAVED IN
FREIGHT**

**50%
SAVED
IN ACTUAL
PACKING
TIME**

**90%
SAVING
IN STORAGE
SPACE**

Martin Corrugated Fibre Board Shipping Case

Made in Canada

BY THE

Martin Corrugated Paper & Box Co., Limited

WHICH IS NOT CONNECTED WITH
ANY FIRM OUTSIDE OF CANADA

The Product is Canadian	The Profits Remain in Canada
The Workmen are Canadian	
The Factory is Canadian	
The Capital is Canadian	



YOU should use Martin Corrugated Fibre Board Shipping Cases, **not only** because in buying Canadian made goods you are giving employment to Canadian workmen and helping Canadian industries, all of which contribute to the prosperity of Canada—**But** also because of the large saving which can be effected in **first cost, freight charges, packing time and storage space.**

SAVING No. 1
The cost of wooden boxes is going up. Good grade lumber is getting scarce. Thus you can get Martin Corrugated Paper Boxes for 20 per cent. less than wooden boxes.

SAVING No. 2
Corrugated Paper Cases weigh about one-quarter of what Wooden boxes do. Thus the saving of 20 per cent. or more can be made in freight charges.

SAVING No. 3
When using Martin Corrugated Cases there is no loss of time in hunting nails, hammer or lids. Nor is an expert packer necessary. Boxes are sealed with a special gum used cold. Thus a saving of 50 per cent. in packing time can be made.

SAVING No. 4
Martin Corrugated Cases collapse and can be stored in that condition. This makes it possible to save 90 per cent. in storage space.

If there is any question in your mind about your product being packed in **MARTIN BOXES** write us and we will study your problem and offer our expert advice.

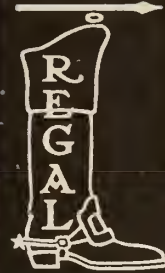
We also make a specialty of Solid Fibre Board Boxes which have proven very satisfactory for the shipping of shoes.

Martin Corrugated Paper & Box Co., Limited

Factory and Office: 353 Pape Avenue, Toronto



REGAL SHOES



Regal Shoe Styles Suit Every Taste

A feature of Regal Shoes is the manner in which they keep step with every development in Shoedom. A retailer handling Regal Shoes can depend always on having shoes made with the latest lasts and most recent patterns to suit his stylish customers, while no shoe is made in such a range of "bread and butter" lasts as are Regals.

35
Regal
Styles

IN STOCK

Order Regal Shoes

IN-STOCK DEPARTMENT

Regal Shoe Co. Limited

102 Atlantic Ave., Toronto, Ont.



ARE YOU
HAVING A RUN ON
"NUGGET?"



We certainly are, and although our stocks are large and shipments are coming forward in the regular way, it would be well for you to keep a good stock on your shelves.

AGENCIES

QUEBEC

R. E. Boyd & Co.
Mon' real

BRITISH COLUMBIA

J. Leckie Co.
Vancouver

NOVA SCOTIA

Arthur Fordham & Co.
Halifax

NEW BRUNSWICK

C. A. Munro
St. John

THE "NUGGET" POLISH CO., LIMITED

9, 11 and 13 Davenport Road - - - Toronto, Ont.



IS SERVICE
WORTH MONEY TO YOU?



GREYHOUND TENNIS

lines in your store will certainly mean an increase of revenue.

They have many outstanding features which have created an ever increasing demand for them.

Moreover, the service we are able to give is worth money to you. We have recently completed an addition to our Granby plant expressly in order to increase our service facilities.

Order to-day and ensure prompt delivery.

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.
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.
Congdon, Marsh, Limited	- - - - -	Edmonton, Alta.
Congdon, Marsh, Limited	- - - - - 88 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 "Safe and Sane" Lasts

That Assure Foot Comfort

"DOCTOR'S" and "PROFESSOR" SHOES



THE
Professor

PAT. NO.  119409
GOLD CROSS
SHOE

The legitimate "kick" so often registered against even the best of the ordinary lasts will never be raised against "Doctor's" or "Professor" Shoes.

These well known shoes, with their patented health features, are made on sensible lasts that conform perfectly to the contour of the human foot.

Most foot troubles are due to the use of lasts that press the foot into unnatural shapes. All these troubles vanish when either the "Doctor's" or "Professor" Shoe is worn.

Your Jobber Sells Them

Ask him to show you our line for Fall. But be sure you get the original and genuine shoes, for there are patented features of construction in both "Doctor's" and "Professor" Shoes that are most valuable aids to complete foot-ease.

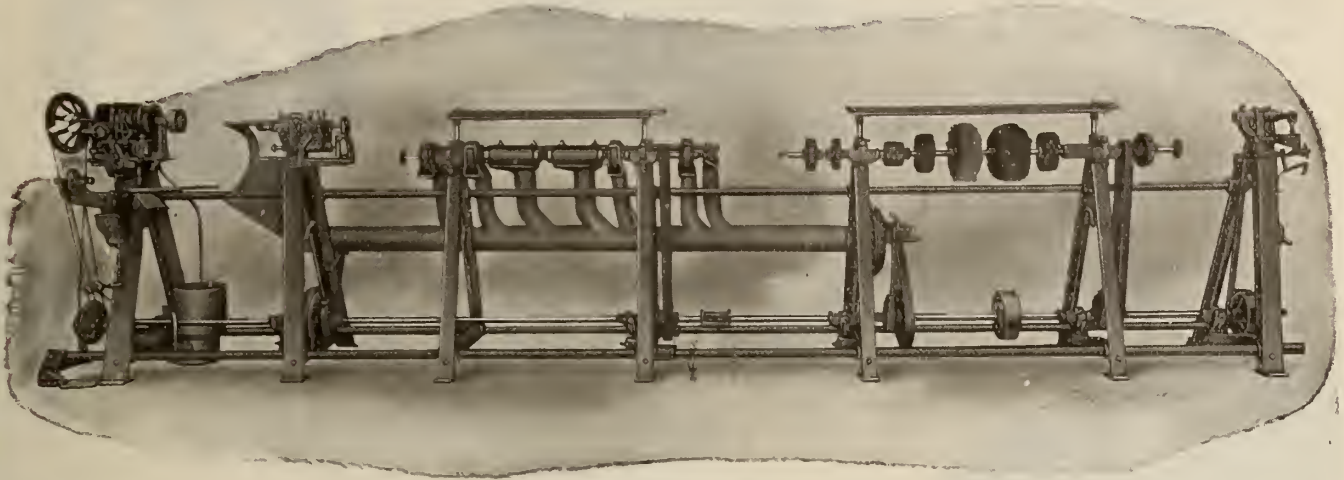
Imitations may look something like the genuine outwardly, but inwardly they are in a class absolutely by themselves.

MADE EXCLUSIVELY BY

The Tebbutt Shoe & Leather Co., Limited

THREE RIVERS, QUEBEC

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or 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



SOLE LEATHER

Established Over Half a Century

OAK—"TRENT VALLEY"

Non-acid. "Tests up." Is reliable.
In Bends, Backs, Sides, Bellies.

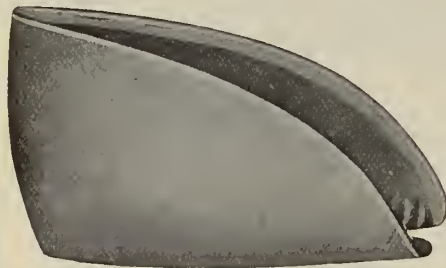
HEMLOCK—"PENETANG" and "EAGLE"

TAP SOLES—We stand behind every dozen.



THE BREITHAUPT LEATHER CO., LIMITED

BERLIN - - - ONTARIO



GENUINE FIBRE COUNTERS

NOW "MADE IN CANADA"

EQUAL TO THE BEST

Our new line is a thoroughly "Made in Canada" one. The fibre board used in making up the counters is manufactured by us at Chambly Canton (near St. Hyacinthe) so that not even the raw material we use is imported.

Our Fibre Counters are Guaranteed to Out Wear The Shoe.

**SEND FOR
SAMPLES AND
PRICES**

Duclos & Payan FACTORY AND OFFICE: ST. HYACINTHE, P.Q.
STORE: 224 LEMOINE STREET, MONTREAL.

Tanners of Chrome Side Leather, Box Sides, Velours, Matt and Waterproof Sides, Chrome Soles.

**YAMASKA BRAND SHOES
ALWAYS GIVE SATISFACTION**

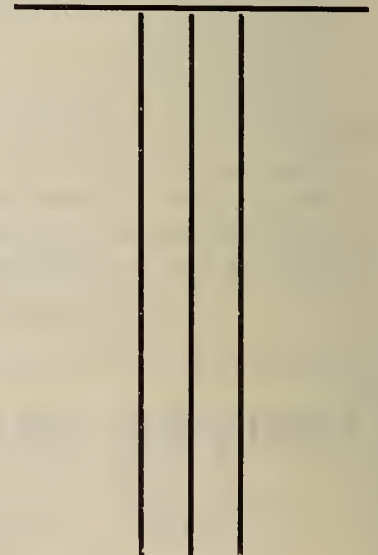


To a large extent this is the reason of our popularity. Consistent quality has always been our aim.

The man who wears the shoes appreciates this year round satisfaction. He knows when he gets YAMASKA BRAND on his footwear he is getting a guarantee of satisfaction.

The secret of successful retailing is not in making a customer, but rather in the ability to keep a customer. Keep this in mind and feature YAMASKA BRAND footwear.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE - - - QUEBEC





THE BOSTONIAN SHOE

AND

ROBINSON SERVICE

are at your disposal. Bostonian shoes for Fall offer exceptional value at a moderate price. They possess style and quality and yet are within the reach of every shoe wearer.

If you do not handle this line and are looking for better service—write us for samples.

Bostonian shoes are made in Canada.

JAMES ROBINSON

MONTREAL

“Canada’s Leading Shoe House”

PACKARD'S WHITE CANVAS SHOE CLEANERS



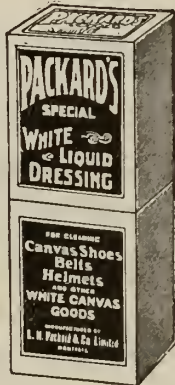
OUR
No.
5
IN
ZINC
BOXES

IS A GREAT SELLER

So is Our
**White Liquid
Dressing**
In 5-oz.
Round Bottles

These are the finest white cleaners on the market to-day.

Now is the time to expect calls for these lines. How is your stock?



The Best Dry Cleaner is



2 Sizes
10c.
and
25c.

It rubs dirt or dust off silk, fine leathers, chamois, kid, etc., also largely used by draughtsmen and artists for cleaning pictures, drawings, etc.

L. H. PACKARD & CO., LIMITED
"Packard's Shoe Polishes"
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

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

MADE-IN-CANADA



"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.



Our New Catalog has just come off the press. This issue of our catalog contains a more comprehensive list of Arch Supports and other Foot Specialties than has ever before been embodied under one head. This little booklet will be a revelation to you. This catalog is yours for the asking.

When you are ordering Foot Correctives from your Jobber insist on having goods which bear this trade mark



and be assured of entire satisfaction. Every article is fully guaranteed against imperfections. Our Supports are not sold in drug stores or by any price-cutters.

We Sell to the Shoe Dealer Only.

The Canadian Arrowsmith Mfg. Co.
LIMITED

Niagara Falls - - Ontario

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited
NEWMARKET ONTARIO



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



Now is the time
to show

FLEET FOOT

SHOES
in your window

=====
This
Attractive Display
was furnished
FREE
with your Placing
Order

=====
Now is the time
to show it!



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

Published Twice a Month

Vol. XXVIII. No. 10

TORONTO, JUNE 1, 1915

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What Kind of Stock Numbering System Do You Use?

Some Are Simple and Practical, Others Detailed and Elaborate—Numbers That Tell Kind of Shoe, Leather, Cut, Last, Fastening, etc.—Several Dealers Keep Small Books, Others Loose Leaf System and Others Detachable Cards—How Retailer May Devise His Own System

"What do you consider the best and simplest system for stock numbering," inquires a reader from St. John, N.B. "I have tried several during the fourteen years that I have been in business. Some have their weak points and others excel in some one particular. Even under the best method that I have been able to employ, there is now and then confusion and lack of accuracy, especially when heavy shipments of new goods come in during the spring. For instance, this year I added over a dozen new lines in novelty and seasonable footwear, which I expect to clear out shortly. Fashion, which changes so frequently—and unreasonably let me add—often compels the shoe merchant to take aboard new things much against his will and better judgment, but if one desires to keep up-to-date and cater to the best trade it is necessary to obey the dictates of style in military bats, side lacers, fancy patterns, etc."

In the first place it may be said that no half dozen dealers have the same system, and as an eminent poet once said, "Our opinions are like our watches, each believes his own." All that can be done is to present a short review of various numbering systems which have been presented to the trade on different occasions. Methods differ very widely. The writer has examined a number of them but to give one thorough, reliable and accurate plan that will meet every emergency and cover every stock is quite impossible. What may suit one dealer's needs to a nicety may prove a source of vexation and worry to another. Much depends on the number of lines carried, the class of footwear that moves the most freely, the kind of trade catered to, the character and efficiency of the employes and the standing of the store.

How Price-Marking Differs

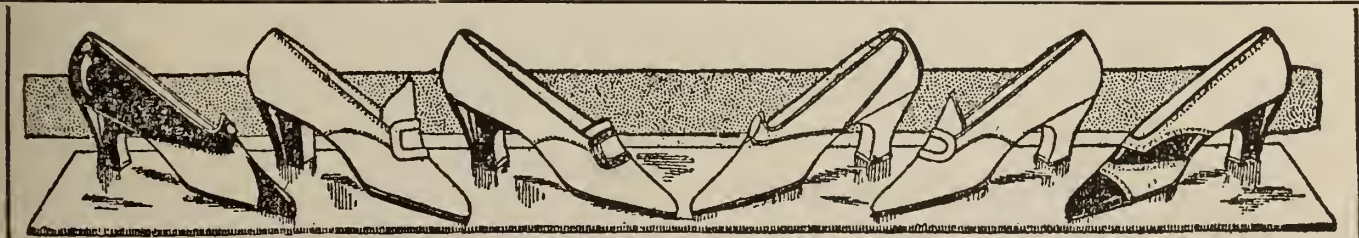
There are some men in the footwear business who want all details concealed in their own head, giving as little information as possible to the sales people. Others impart a certain amount of knowledge, and let employes guess at the rest or flounder around as best they may. Certain retailers use record books, others loose leaves and still others detachable tickets. It is very much the same as seen in the selling price marked on labels. Some use the plain figure—\$3.00, \$4.50, \$5.00, \$6.00, etc. Others reverse these figures and

make them read 003, 054, 005, 006, etc. Other dealers place a figure 2 or 3 or 6 before the selling price, leaving off the dollar mark altogether. If the figure 2 is generally prefixed the notation in the lower right hand corner of the carton looks like this—2300, 2450, 2500, 2600. Others add, subtract or multiply by a certain number, while a few place a 1, 4, 0 or 7 between the first figure and the last two of the selling price as 3100, 4150, 5100, 6100, etc. Various other devices are employed by the dealer, who does not mark his selling price in plain figures so that he who runs may read, and some even use letters. However, this is not a discussion regarding whether it is the best policy to mark all lines in plain figures so that any boy or girl can discern the selling price. Something on this phase of the problem of disposition of stock will be presented in a later issue.

Number and Description in Book

One authority on the subject of stock numbering advocates the use of a small book and says:—"At the left-hand margin write consecutive numbers from (1) upwards, allowing about three lines to each number. After each number, representing a shoe in your stock, write a brief description of the shoe, such as "men's, dull black calfskin, laced, welted, Premier last—Reliable Shoe Manufacturing Co.—2.35—4.00." You will thus have a record of each different shoe, indexed by stock number, telling whether it is for men, women or children, the material of which it is made, the pattern, whether laced, buttoned or blucher; whether the sole is welted, turned or McKay sewn, the name of the last or toe, the name of the maker, the cost to the store, and the retail selling price. It is all the better if the pages are so ruled that the stock number is set off in a little column at the left, and the cost price and the selling price are set off in narrow columns at the right. Similar description should be written in the book following the notation of stock number of every style shoe carried in the store's stock.

A leading Toronto shoelist who uses a uniform label prints a numerical notation in the lower left hand corner, which is the stock number. This tells the leather, style, etc. In the centre of the label is given the size—the French system of marking—and in the lower right hand corner is print-



A STRIKING METHOD OF DISPLAYING SUMMER FOOT TOGGERY.

ed the price in plain figures. In the stock numbering the first figure signifies the department that it belongs to, that is, 1 is the men's; 2, women's; 3, boys' and youths'; 4, misses' and girls', and 5, infants'. The second figure typifies the leather; 1 is patent; 2, kid; 3, velours, dull or bright finished; 4, box calf; 5, tan; 6, grain; 7, canvas; 8, velvet; 9, kangaroo. The third and fourth figures indicate the description of the goods. Thus, odd numbers up to 49 indicate buttons, even numbers from 2 to 48 mean laces, odd numbers from 51 to 99 are pumps and even numbers from 50 to 98 oxfords. This allows twenty-five styles in each leather in buttons and laces. As an illustration of this label, the stock number 1140 would thus mean men's patent lace.

A Montreal firm say:—"We use the numbers from 0 to 99 for women's boots; 1 to 199 for oxfords; 2 to 299 for slippers; 3 to 399 for misses' shoes; 4 to 499 for children's; 5 to 599 for infants'; 6 to 699 for boys'; 7 to 799 for men's; 8 to 899 for men's low shoes; and 9 to 999 for miscellaneous stock, such as men's and women's house slippers, etc."

Tells the Whole Story

There is another form of stock numbering which is used by several shoe merchants who think that the stock number ought to tell almost the whole story about the shoe. Here is one of the systems in use in which the numbers are composed of four digits with or without a following or preceding fraction. The first digit on the left represents the kind of leather of which the whole shoe is made; the next digit at the right represents the price in dollars; the third digit represents the pattern and the price in cents, if the price is not in even dollars. Then the last digit at the right represents the type of toe.

This is the way in which the leathers are classified by the first digit at the left: (1) dull black calfskin; (2) vici kid; (3) enamel; (4) patent colt-skin; (5) box calfskin; (6) gun metal; (7) kangaroo; (8) grain; (9) mat goat-skin; (0) suede.

The second digit represents the price in even dollars—\$1, 2, 3, 4, 5, 6, 7, 8, 9—according as the digit is 1, 2, 3, 4, 5, 6, 7, 8, 9,.

The third digit represents the pattern and price in cents, as follows:

- (1) laced pattern and.....\$.00
- (2) buttoned pattern and00
- (3) laced pattern and..... .25
- (4) buttoned pattern and..... .25
- (5) laced pattern and..... .50
- (6) button pattern and50
- (7) laced pattern and..... .75
- (8) buttoned or Congress pattern and. .75

The last digit at the right represents the type of toe, as follows:

- (1) French; (2) Globe; (3) Common-sense; (4) Square; (5) London; (6) Coin; (7) Bull-dog; (8) English; (9) Pointed.

Regarding the fractions in the number, the absence of a fraction at the right means plain toe; 1/2 at the right means tip of the same stock as the vamp; 1/4 at the right means patent tip. Fractions at the left mean—1/2, oxford; 1/4, pump; 3/4, women's evening slipper.

To illustrate the meaning of such a style number, we pick out a couple as samples: Examine the style number, 6518 1/2.

- The (6) tells you the shoe is made of gun metal;
- The (5) followed by (1) means the even price of \$5.00;
- The (1) means laced pattern;
- The (8) means English toe;
- The (1/2) means tip of the same material as the vamp. Consider the style number 7751.
- The first (7) means that the shoe is made of kangaroo;

The second (7) followed by (5) represents that the price is \$7.50;

The (5) means laced pattern;

The (1) means French toe, and the absence of a fraction at the right means that the toe is plain—has no tip.

The schedule of numbers in this system, as outlined, is used by the dealer who devised it to cover the stock in his men's department. Some of the details will have to be changed to meet the requirements of the women's and children's departments. In fact, if you desire to use a system of this sort, you ought to give to each of the numbers in the four lines of digits a meaning suitable to the character of stock you are carrying. By all means, make up your own list of leathers, patterns and toes.

Working Colored Ticket Plan

Some leading shoe houses have a wire holder on each carton and employ a detachable ticket system. The tickets or cards are in different colors—blue for high-cut lace, green for high-cut button, pink for lace oxfords, mauve for button oxfords, violet for slippers, pumps, etc. Where a shoe comes in mahogany, chocolate or some other prevailing hue, not black, the first letter or two letters are stamped on the ticket as Ma., Ch., etc. When a shoe is sold the pasteboard is removed from the front of the carton and sent to the office. They are collected once or twice a day by a clerk whose duty it is to see that the cartons are refilled according to specifications on the colored slips. On each ticket is printed the stock number given that particular line, the size, selling price and an abbreviated description of the shoe, to make classification on the shelves doubly sure.

Another firm has a somewhat different numbering system than those already outlined. There is a different series of numbers for each kind of leather, each kind of style, men's shoes and children's, and one of the features of this numbering is that an even number indicates a button shoe, while an odd number is a lace shoe. Thus the number 54809 on the label represents the factory number, and 1050 the company's own stock number. The fact that the latter is an even number indicates that it is a button shoe. Number 1051 would be a lace shoe. This series of men's shoes may run from 1100 to 1149. A certain kind of style for women might be numbered from 500 to 549, and another, 550 to 599; and so on indefinitely to distinguish men's, women's and children's numerous kinds of footwear. These series of fifties in numbers indicate separately the various leathers, cloths, styles, colors, widths and show whether Oxford, pump, slipper, etc.

Just as you would arrange your stock of men's shoes in a department by themselves and all your women's shoes and children's shoes in separate departments, so you want to select stock numbers for the shoe styles in each department from the same group of consecutive figures. That is, a certain series of consecutive numbers should be given to each department. The writer knows of one store where all numbers from 1 to 499 are given to women's shoes; all from 500 to 999 to men's shoes; and all from 1000 to 1499 to children's shoes. Another dealer says:

According to the extent and variety of his stock each shoeman can make up his own series of numbers. He can use as many as he likes, all depending on the amount of information and detail that he desires the stock number to convey. Regarding what stock numbering system is the best adapted to meet the requirements of the average dealer he must be his own judge in this matter and exercise as much thought and study based on his individual experience and insight as he does in buying, clearing out odds and ends, profit figuring, window trimming, cost marking, stock turnover or any of the other problems which he has to face.

Display of Sporting Shoes and Travelling Requisites

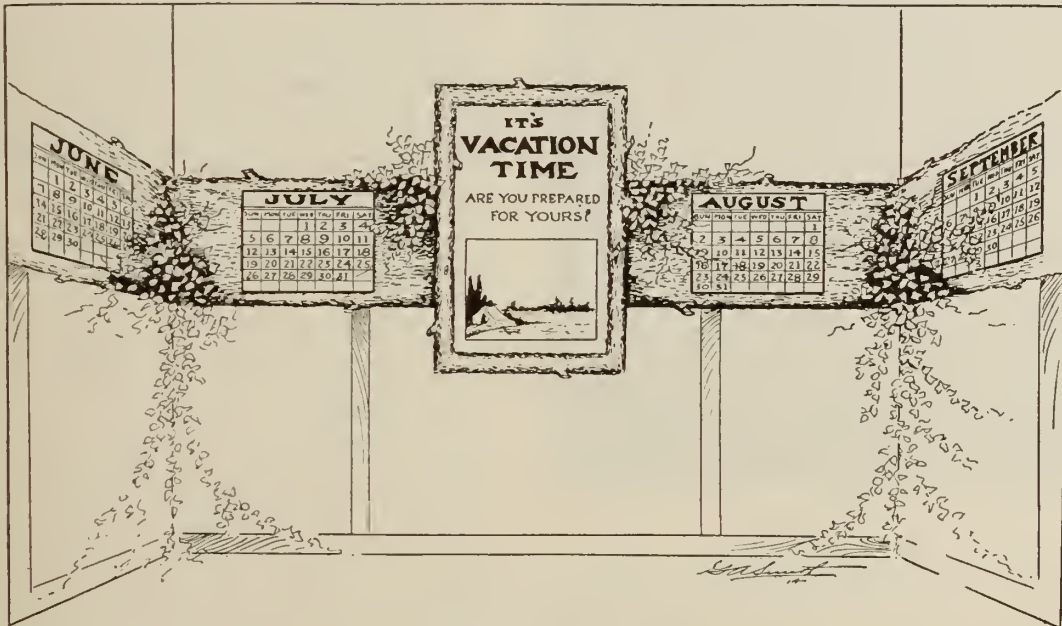
Settings That Strongly Suggest Such Warm Weather Vacation Necessities—Variety of Decorative Accessories May be Used—Backgrounds That Have a Distinctly Out-of-Door Atmosphere—Devote One Window to Tennis Lines and the Other to Club Bags, Suit Cases and Steamer Trunks—Use Appropriate Pictures

Have you a full range of tennis and sporting shoes in stock for the summer trade? Have you looked them over and placed them in a convenient position in your store? Do the public know about the goods that you carry for vacation and athletic requirements?

Now is the time to get busy and feature these lines. There is no more effective and business like way of doing

cards. They will add realism and pointedness to your exhibit, arresting the attention of passersby and conveying thoughts of a holiday, an outing or golf, tennis, lawn bowling, camping, motoring, boating and other concomitant pleasures of the "good old summer time."

If the retail shoeman has a friend in the hardware or sporting goods lines he might borrow a few tennis racquets,

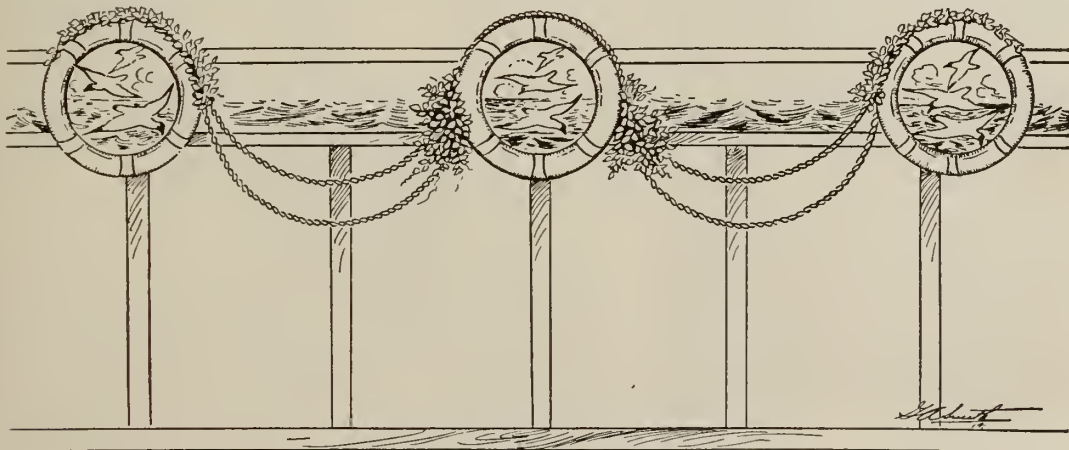


ORIGINAL SETTING, NO. 1

this than by impressive and appropriate window displays with a striking, suitable background, re-inforced with neat store cards and other accessories. Of course, such a plan cannot be carried out without some work and forethought, but if anything is worth while it is worth doing well.

At this balmy season don't keep your rubber sole stock,

golf sticks, canoe paddles, baseball bats and mits, lacrosse sticks, riding whips and crops, etc. These will add variety to any summer footwear or traveling goods display and appeal strongly to the holiday spirit now manifesting itself in conversation and discussion regarding a vacation jaunt or recreation. The out-of-doors atmosphere which your win-



ORIGINAL SETTING, NO. 2

colored canvas and white goods in the back of the store. Bring them well to the front. Watch the daily papers, pictorial magazines and other literature for nice catchy illustrations of yachting, racing, baseball, lacrosse and athletic events. Cut the pictures out, pasting them neatly on window

dow will possess will make your display talked about and impart to it the appealing, suggestive power which will in many instances be translated into purchases.

Many shoe retailers handle traveling goods. Steamer trunks, hand bags, the lighter lines of suit cases, hampers,

club bags, etc., should be featured in one of his two windows if he is fortunate enough to have double mediums of publicity. These practically come under the head of outing goods and along with tennis and sporting shoes make a strong combination. Where the retailer has only one display window, he might combine traveling requisites and summer footwear needs but should take care that his show space is not overcrowded. A nice balance or adjustment should be preserved so that no heavy or one-sided appearance is presented.

Use Maps, Foliage and Bark Paper

Another good idea is to have displayed a large map of the Dominion, watering places, tourist resorts, fishing, canoeing and other pictures. The transportation companies—either by water or land—get out each year illustrated literature to induce the busy, work-a-day people to take summer sojourns. These scenes may be placed in the window or the department along with your showing of outing shoes and traveling goods. The local railway or steamboat agent will gladly co-operate with you in the matter of securing suitable pictures or maps and, if he cannot supply you, write to the passenger department and explain your needs in this respect. You will find that the response will be prompt and generous.

Many other accessories can be procured. Bark face paper, for instance, can be made very useful in this connection. An inviting decorative scheme can be worked out with a few sprays of seasonable foliage, cedar boughs, moss, flowers, pennants, flags, bunting, etc. The SHOE AND LEATHER JOURNAL presents two inexpensive background settings

ANOTHER POPULAR SHOEMAN ENLISTS

A. K. Strachan, who for the past two years has been a valued member of the staff of the shoe branch of Joyner's department store, Moose Jaw, has obtained a commission in the 60th Rifles, with headquarters at Moose Jaw, and will shortly go to the front. Lieut. Strachan was a popular salesman, well liked by the customers, and proved himself a cap-



able and energetic employee, who will be much missed by a large circle of friends. Apart from his military career, he has taken an active interest in the Boy Scout movement—in fact, permanently established it in Moose Jaw, and his absence in this sphere will be keenly felt. He is at present a district commissioner in the Boy Scout movement in Moose Jaw.

designed for use by retailers for a display of sporting and outing shoes and traveling requisites.

Original Setting, No. 1

The setting marked design No. 1 is suitable for use with any of the lines of merchandise above mentioned. A wide frieze constructed of composition board and 1-inch lumber and overlaid with a covering of imitation bark paper, extends the entire length of the background and sides.

The large frame in the centre of the frieze is constructed of similar materials, and is backed up with a strip of muslin treated to a coat of grey alabastine. The wording can be painted in a deep shade of grey. Below the announcement is an outdoor scene, such as can be obtained from any art department or from some hotel or railroad office, as already suggested.

At the four points indicated on the frieze are placed monthly calendars—for June, July, August and September. These can be made up from four sheets of cardboard by the store's sign-writer or torn from a large calendar. Sprays of foliage and vines worked over the frieze-board and around the frame complete the setting.

Original Setting, No. 2

Design No. 2 is for use with displays of outing goods suitable for the seashore. It is especially appropriate for a yatching exhibit.

The frame to the frieze is constructed of 1 x 3-inch lumber, painted with alabastine in a light bluish grey. The joints of the frieze can be so made as to come just back of the life preservers.

The open space in the frieze is filled in with the marine design, consisting mainly of ocean waves.

The life preservers may be the real thing or they may be cut from heavy cardboard and painted to produce the desired effect. If it is desired to make them more realistic than the cardboard scheme will permit, they can be made of muslin stuffed with cotton-batting and painted white. Within the opening of each life preserver is a painted scene representing sea gulls flying over the water.

Seasonable foliage—or, better yet, seaweed—if draped around the life-preservers and throughout the window will add realism to the exhibit.

Two heavy ropes are draped, as shown, between the centre and end life-preservers. The floor can be covered with sand, over which sea-shells, etc., can be scattered.

If desired, the frieze-board can be treated to a covering of sand. This can be accomplished by giving the surface of the board a coat of paste and sprinkling wet sand on the paste before it has dried.

HAD RATHER EXCITING TIME

John A. Adams, manager of the Murray Shoe Co., London, recently returned from a business trip to Chicago, bearing a deep gash in the calf of his leg, inflicted upon him in a riot which burst in Sherman Hotel, in Chicago, on the day the sinking of the Lusitania was announced. Mr. Adams, who describes the anti-German feeling among the unhyphenated Americans, as even more intense than in Canada, was in the Sherman when newsboys rushed in crying the fate of the Cunard liner. "Hoch der Kaiser!" shouted half a dozen Germans in chorus, but the words had been scarcely uttered when indignant Americans attacked them. Mr. Adams, though not a participant in the riot, sustained his injury before he was able to leave the building. It is said that if trouble develops between the United States and Germany the average German on the American side may have a much harder road to travel than in any of the countries at present at war with his fatherland.

The Admirable New Home of Western Shoe Firm

The new home of the Edward Stark Shoe Co., Limited, 566 Granville street, Vancouver, is one of the most inviting and pretentious in the Pacific coast province and located in the best retail shopping district of the city. The depth of the store is 120 feet, while the front is 18 feet wide and the windows have a recession of 12 feet. The entrance is six feet wide and the floor is covered with handsome linoleum. The store is shelved to the ceiling and the latest cash and parcel system is used. A marble shoe stand is situated near the front with four leather upholstered chairs. As the visitor enters there is on the left a large mirror, 10 by 7 feet, and on the right hand side a writing desk and telephone for the ladies, conveniences which are much appreciated. A room at the back of the shop is used for the repair department and also for receiving goods, while the office is located at the rear on the mezzanine floor. The indirect lighting system is employed, there being three 500 kilowatt Nitrogen lights in the interior, and two 500 kilowatt Nitrogen lights in each window.

The new Stark Shoe Store is finished throughout in mahogany, and has a seating capacity for fifty-two persons. The accompanying views of the front and of the interior, afford some conception of the pleasing nature of the surroundings and the admirable appointments of the establishment. In the photograph showing the exterior, the decorations in the windows are in honor of Victoria Day.

The firm have always believed in advertising, by electric displays, neatly dressed windows, printers' ink and other means. At the immediate entrance is a handsome silent salesman show case, in which various lines of findings, buckles, ornaments and evening footwear are displayed. A

shoe shine parlor is connected with the store, and the firm consider it to be a paying as well as a convenient adjunct. Recently the Stark Shoe Co. distributed to their customers and friends, a well-executed and attractive picture of the



A GLIMPSE OF THE INVITING INTERIOR

Canadian building at the Panama-Pacific Exhibition, San Francisco. The Canadian building is the most imposing and artistic of any state structure on the grounds, and the illustration is one which has been framed by a large number of recipients.



THE SPLENDID FRONT OF THE NEW HOME OF VANCOUVER SHOE HOUSE

Store Cards for Shoe Retailers

Footwear That Combines

Style, Service, Value and
Fit.

Shoes That Are Distinct

In Pattern — The Prices
Though, Are Moderate.

Colored Cloth Tops Are

At the Top Notch of
Favor with Milady.

Summer Shoes That Have

A Pleasing Touch of
Novelty.

Oxford Time Is Here

Special Showing of Correct
Comprehensive Models.

The Great White Way

A Long Line of Smart
Canvas Shoes—Cool, Com-
fortable and Classy.

March to Victory

In These Neat, Natty Bals
With Latest Military
Effects.

We Make a Systematic Study

Of Your Pedal Needs. This
Means Satisfaction.

We Insist Upon

Comfortable and Proper
Fitting in the Shoes We Sell

If Better Values Were

Obtainable We Would
Have Them Shown Here.

This Business Has Been

Built by Honest Bootwear
and A Service That Pleases.

Summer Foot Toggery

It Is Correct in Every
Detail.

“John Is So Careless

About His Shoes.”
Can Your Wife Say This
About You?

If You Want What Is

Becoming to your Feet,
You Must Be-coming
To Us.

The Shoe Repair Man

REPAIRERS AND CUSTOMERS

Is it detrimental to the repairer's business to accommodate customers now and then with findings they want to buy and do some shoe repairing themselves? asks the "Shoe Repairer and Dealer." If the repairer refuses he loses the customer for all time and if he complies with the request he then loses a part of the trade, in so far as the customer may do the shoe repairing.

Between the two evils it is wisdom to choose the lesser. This is a delicate question. Some repairers think they should overcharge for such stock, so that little will be gained by the customer. Most of them consulted on this point favor the overcharging idea, to discourage such practice, without losing the customer's good will. Repairing at home is confined to children's shoes. What should there be done to put a stop to it?

When a thin sole is needed some repairers employ a regular welt insole. Even on a turn shoe the insole leather is not a suitable leather for service, although in appearance the finished side of the insole may appear all right. But selling cheap stock to a customer never pays, as the impression will naturally follow that the repairer is using cheap leather. Customers who try repairing at home as a rule cannot produce a nice edge and the heel and sole edges will always show a crude, rough, out-of-line appearance. It would seem that one way to discourage that "game" would be to offer to make that part right for a small sum, and in that case the shoes are most always sent to the repairer to be resoled.

PROPER REPAIRING OF INSOLES

When the insole is worn through, how is the repairer to patch up, without too much trouble? An exchange says use the felt sole in such a case. The felt sole will close up the opening and at the same time will allow the foot to rest on a cushion. When a solid piece of leather is applied, the wearer will feel uncomfortable at this point. Repairers should have felt sheeting of different thicknesses. Felt should be soft and should be cemented on the insole. Some repairers add a piece of upper leather over the felt to enhance wearing qualities, but this is not necessary with high-grade felt. Felt is also sold already tarred, so that it can be readily applied by applying a match to the felt and while in flame press same to the insole. The perforated insole is repaired with much difficulty at best, and customers should not wait until the insole is worn through, but boys' shoes are often in that condition.

NOT RESULT OF HARD TIMES

We are frequently asked the question, "Isn't this sudden increased demand for shoe repairing really due to the hard times, and when prosperity again comes, will there not be a slump in the business?" says the Shoe Repair Shop. The one who has studied the development and growth has no such misgivings. For the past decade, the change has been going on at a pace which has annually increased in rapidity. New inventions and discoveries gave the industry impetus, but now the industry is inspiring inventors and discoverers. The marketing of supplies and manufacturing of specialties was pioneer work ten years ago, but now the demands of the business seek and develop them. Leather

which is now very high, may from time to time undergo declines, but the outlook is that henceforth we will always have high-priced leather, which means high-priced shoes. No doubt the hard times and the high price of leather are causing many people to have their shoes repaired, and in so doing, they become educated in the economy of so doing, and the only thing which will ever disturb a public educated to having their shoes repaired will be the introduction of something new which will revolutionize the whole industry.

SETTING EDGES ON OLD SHOES

A repairer in a large city could set edges on old shoes, at the time of giving a shine. The edge setting given at this time with a liquid is not satisfactory, as it remains only



A SIMPLE AND SERVICEABLE REPAIR TAG

for a short time—less than the shine. Edge setting with a machine could be done quickly, or even by hand, and the profit amounts to quite a sum in due time.

The writer saw a repairer doing this work with a machine and charging ten cents. It was surprising to see all the

customers who availed themselves of the opportunity to have the edges of their shoes reset. The writer will go a step further and suggest that after setting would be the proper time to tree the shoes instead of the ordinary shine.

Treering means so much for the appearance of a shoe that a large shoe manufacturer has a lot of shoes he thought were such "bats" that no market could be found for them, until the treers got hold of those shoes and improved their appearance one hundred per cent. Learn to tree shoes.

OPERATIONS AFTER OUTSOLE STITCHING

After outsole stitching some repairers drive a few nails around the toe and in the shank. The nails are needed in the shank as we often see them applied to brand new welt shoes, but nails around the toe are useless and detrimental to the appearance of the shoe. Fine nails should be applied.

Another operation after outsole stitching is the rubbing down of stitches. The writer has seen this done by machine and here is the scheme which is entirely practical, even in shoes selling for five dollars and over. An edge trimming machine was used with the regular trimming knife worn down so as to rub on the edge without cutting or scraping it, while the upright face of the rotary cutter, being smooth, acts as a rubber against the stitches. The shoe is held in the same way as when edge trimming and the operation of rubbing the stitches at this machine is a quick one and produces excellent results. The stitch is more prominent, wax is rubbed off the thread and it produces the so-called ribbon stitch effect. It is mostly adapted to shoes that are not indented between the stitches.—The Shoe Repairer.

OPPORTUNITY OF SHOE DEALERS

Too many shoe stores and shoe dealers in the country towns and smaller cities—and it is equally true of shoe stores and shoe dealers in the larger cities—are neglecting an opportunity to protect their best business interests by failing to install machinery, and thereby transform their repair department, or method, into a modern shoe repair shop, says the "Shoe Repair Shop." It is sometimes said that it is hard for a man who has always conducted a business which was purely dealing to enter a field which, to him only, seems radically different. One proprietor of a prosperous shoe store, with a somewhat self-satisfied air, said: "I know how to sell shoes alright, but I never cared to know how to make them, or to repair them. His mannerism was distinct enough to warrant us in assuming it to be a part of his speech, and we concluded that he has probably made money out of the business and considers himself a complete success; but as a matter of fact we never meet with complete success, in business unless we compass all its possibilities. It is not then a question as to the amount of this dealer's profit during the past year, but the amount of profit it was possible for him to make. Within an hour after that conversation we spoke of our experience with him to another friend, who laughingly said: "I used to buy shoes at that store, but for two or three years I and my family have been supplied at another shoe store with which we became acquainted in the first instance through my wife taking the children's shoes there to be repaired." We have known of towns supporting a good shoe store that was content to do only such repairing as could be handled by a cobbler in a stall in the rear of the store. No pretense at soliciting business for the repair department was made, but to the contrary, the department was rather looked upon as a burden to the business. Suddenly the harness man would install shoe repairing machinery in conjunction with his harness business; perhaps one of many shoe factory workers, or possibly a Greek or an Italian, would install a modern shoe repair shop in the town. In a very short period of time Mr. Shoe Merchant would awaken to the neglect of an

opportunity. There are many instances where the incoming repair man is now doing the repair business of the town; is prospering and expanding. These are changes that are going on daily, under our very eyes. Fall in with a group of salesmen for finding houses and you will soon discover that one salesman's story reminds the other of a similar case; and it is not long before you begin to understand the trend of the situation. The fact is that shoe repairing as an economic adjunct to society has become a reality. It is here to stay. The opportunity is open to every shoe dealer and every shoe store to establish a modern shop in the community in which that dealer or store is located: and so strong is the movement that one thing becomes certain, and that is if the shoe dealer or shoe store does not install a modern shop that some one else will; and it invariably proves a detriment to the one who did not seize the opportunity.

WHAT PRICES DO YOU GET?

The following is the report of a committee of the Boston Retail Shoe Merchants' Association, made some time since, as to the proper price list for wholesale shoe repairers. The list was based on the wholesale price list of shoe repairers in that city and surrounding territory and, it is claimed, gives the dealer a profit of 31.1 per cent., whereas the highest profit shown by a dealer doing his own repairing is 33 1-3 per cent.

Men's whole soles and heels.....	\$1.65
Men's whole soles and rubber heels.....	1.85
Men's half soles and heels.....	1.25
Men's half soles and rubber heels.....	1.50
Women's whole soles and heels.....	1.50
Women's whole soles and rubber heels.....	1.65
Women's half soles and heels.....	1.15
Women's half soles and rubber heels.....	1.25
Women's heels.....	.30
Men's heels.....	.40
Lowering heels on new shoes.....	.25

Of course, the views of the trade in many sections of the country are very diversified on this subject, and in certain sections the following figures prevail:

Half soles (nailed).....	\$.60
Half soles and heels (nailed).....	.85
Half soles and heels (sewed).....	1.00
Heels.....	.25
Patches (average).....	.15
For nailing soles all around.....	10 to .15
Sewing turns.....	.15
Children's half soles.....	.40
Ladies' half soles.....	.40
Rips sewed.....	10 to .20
Shoe stretched.....	.05

Certainly the repairer who can make a living wage at these prices has got to "get up and hustle."

It is only by giving the subject the close attention and consideration that it deserves that it would be arrived at as to what is really the proper price to be charged at any particular point. While any repairer must necessarily be governed by local conditions, still it is sometimes just as easy to get remunerative prices as to do a cut-price business with all its attendant risks and unsatisfactory features.

A new kind of a rubber and leather heel is being made and used by E. W. Burt & Co., Lynn, shoe manufacturers. The heel is of leather. The part of the top lift where the wear comes is cut off with a die, and a piece of rubber is put into its place. The rubber is screwed in firmly in position. In walking, the rubber strikes first on the sidewalk and takes away the jar in walking. When the piece of rubber is worn, it may be easily replaced.

HIGH HONOR FOR LIVE MERCHANT

At the second annual convention of the Saskatchewan branch of the Retail Merchants' Association of Canada, held in Saskatoon on May 11th, 12th and 13th, there was a large attendance and much business of importance was transacted. G. A. Maybee, of Maybee, Kennedy & Co., wholesale dealers in shoes, Moose Jaw, presided, and in the course of his address, referred to the good work that had been accomplished during the past year. Mr. Maybee was again elected to the Presidency for 1915; W. W. Cooper of Swift Current, was made vice-president; H. B. McPherson, Regina, second vice-president; J. L. S. Hutchinson, Saskatoon, treasurer; F. E. Raymond, Saskatoon, secretary.

Mr. Maybee is one of the live wires of the West and possesses the propulsive power that wins. He is an Ontario man, being born in the village of Woodville. After serving an apprenticeship in business in Lindsay he went to St. Catharines, where he got his first introduction to the shoe game. About fourteen years ago he journeyed West and took a position as a salesman in a Brandon store. The following year the company was re-organized into a joint stock concern, and Mr. Maybee became a partner and stayed with the house six years, when he went to Moose Jaw and joined Mitchell-Hembroff, re-organizing the firm into Mitchell, Hembroff & Maybee, Limited. Five years ago they decided to add a jobbing department and embarked in the wholesale handling of shoes, rubbers, mitts, gloves, sheep-lined coats and other goods. For the first two years Mr. Maybee did all the buying and traveling, with Mr. Hembroff's assistance in the store. Three years ago, Mr. Mitchell and Mr. Hembroff retired and Mr. Maybee took over the business, forming the company of Maybee, Kennedy & Co. R. H. Kennedy and James Kennedy, two



G. A. MAYBEE, MOOSE JAW, SASK.

young men who were in the employ of the old firm, joined forces with him, and later, there came into the organization, A. R. McEachern, making a strong aggregation.

GETTING AFTER WIDER MARKETS

The Export Association of Canada, Limited, with headquarters in Montreal and a share capital of half a million dollars, is being incorporated, in order to push Canadian

goods in the world's markets. It is intended that the company shall operate on broadly national lines. Its functions will be first, to create a favorable, strategical position in foreign markets for Canadian industry as a whole; second,



C. N. CANDEE, TORONTO

to do the work of a commission agent in the selling of Canadian goods in the countries where its branches are established. The provisional directors have been named and among the number is C. N. Candee, vice-president and general manager of Gutta Percha and Rubber, Limited, Toronto. The services of S. C. Armstrong, of London, England, and R. J. Younge, of Montreal, have been secured to organize the association and afterwards for the first year of operations, to act as general managers. Offices will be opened in London to assist in securing favorable consideration for Canadian trade, and in all its relations abroad the association will aim at the utilization and strengthening the position of already existing organizations, which have developed trade within the Empire, and notably with New Zealand, Australia and South Africa.

DO NOT HOLD ON TO STYLES TOO LONG

"Salesmen should treat the dealer as a client, studying his interests and helping him all he can, considering his business, he might say as a patient, trying at all times to keep it healthy. The average small shoe dealer does not get to market often, so depends on his trade papers and traveling men for new ideas and news about the shoe trade," said a leading shoe manufacturer recently.

"Formerly, especially in women's shoes, Style was valued at 33 1-3 per cent., Comfort 33 1-3 per cent., and Wear 33 1-3 per cent. To-day we can well consider Style as amounting to 50 per cent., and the style question has become a serious problem. The primary idea of business is to make sales, but that is not everything. Many retail shoe dealers now-a-days don't make any money. 'Too many styles' is the reason. The last man and the pattern man are always trying to stimulate business by introducing new designs until this is the big feature of the trade in women's shoes.

"The average retail shoe dealer holds on to his styles too long. In consequence, his store has too much dead stock and with new styles being forced on him each season, it isn't long before his stock is far from being saleable."

ISSUING ATTRACTIVE ANNOUNCEMENTS

The Walk-Over Shoe Store, Toronto, has recently issued some very attractive literature. A handsome folder on embossing cover paper of primrose tint shows several

fitting and the secret of proper fitting. A number of views admirably grouped are presented of the exterior and interior departments of the beautiful store, and afford some conception of the superb character of the palatial establishment. The booklet, from which the illustrations on this page are taken, was prepared by the Frank O. Madden, Advertising Service, Toronto.



- 1 Exterior View
- 2 Interior View
- 3 Rest Room
- 4 Telephone Booth
- 5 Hosiery Dept.
- 6 Slipper Dept.
- 7 Shoe Shine Parlor

STYLE MAKES THE BOOTS GO

"Yes," said a shoe retailer the other day, "it is the frequent changes of styles which cause us to run business at practically no profit. We do not know what to buy and are in a quandary. I think the shoe manufacturer is largely to blame."

"No, we are not," declared a member of that fraternity who happened to overhear the remark. "Do you not suppose we would rather make standard lines with no incessant outlay for patterns and lasts, which naturally causes changes in working methods in our factory and disarranges our system generally? But it is impossible for us to do so, we must keep up-to-date. As for the shoe retailer blaming the manufacturer, we have nothing whatever to do with the rapid inaugurations and fluctuations in styles. It is the women themselves who demand as much variety and color and attractiveness in their footwear as they do in their head-gear. Then, if fashions did not change frequently, how much smaller would be the sales of the retailer. People would wear shoes until they practically fell to pieces, rather than purchase a new pair, for there would be no incentive to buy. It is fashion's decree that causes the activity today in women's shoes, as compared with the rather quiet state in men's. While no doubt the retailer and the manufacturer would prefer to sit tight and proceed along the same stereotyped lines, season in and season out, still we might as well recognize that such a blissful condition is impossible. Times change and with it, the tastes and desires of the people."

HARD RAP ON MEN'S FREAKS

The freak shoe seems to have come back, if it ever got very far away, for the millinery work seen on some of the men's shoes in the shop windows is certainly along the "song and dance" line, and the shapes are being talked about, also, among the men who want a shoe that fits their foot. One gentleman remarked that he never could get the same last twice, and it took all of his time and most of his patience to break in shoes, and added that in the future he was going to have custom-made shoes only as long as he could afford it, and should at once get a last fitted for his feet and stick to it. There are many more of the same mind, and the custom shoe is coming back as sure as fate for those who can afford them, and at the price they can be made now, and the extra comfort they give, they are not so very expensive after all. More common sense in shape of lasts and less freakishness would help a whole lot, and feet would be better dressed and far more comfortable than when cramped up in some of the modern affairs dubbed shoes.—American Shoemaking.

WILL NOT GUARANTEE FABRICS

A leading shoe house displays the following announcement in a conspicuous place: "We use velvet, velooze, satins and other similar materials in shoes solely to meet a demand of the public. We cannot guarantee these materials to render even a nominal amount of service. The purchasers of such shoes buy them at their own risk. Under no circumstances should the buttons on shoes made of suede, velvet, velooze, satins and similar materials be reset with patent or metal fasteners. No guarantee of delicate fabrics."

of the leading models stocked by the firm and a brief, description of each offering is given. The three essentials of footwear are also emphasized—individuality of style, proper

Bouquet for Canadian Leather and Shoe Manufacturers

Leading American Publication Says They Are "Courteous, Considerate and Hospitable"—Salesmen Get a Good Reception While Sometimes They Secure Orders and Sometimes They Do Not—All Feel They Had an Enjoyable Trip Anyway—Excellent Travelling Facilities

Recently a staff correspondent of "Hide and Leather," Chicago, paid a visit to several shoe and leather factories in the Dominion. The following impressions of his trip, together with the tribute that he pays to the Canadian trade, will be read with interest.

"For many years salesmen for American tanners, shoe factory supply houses, and manufacturers of tanning materials, machinery and supplies, have been calling on the Canadian trade. As is well known, there are a number of live tanners in and near Toronto and also in other Canadian cities, and a large number of shoe factories in and around Montreal and Quebec. The territory from Toronto to Quebec is an extensive one, but railroad facilities are excellent and the traveler to-day finds every comfort and convenience in getting over this large field.

"Of late years, the American leather business has fallen off somewhat in Canada and salesmen have not been going as often. Those who have covered this territory always come back with very friendly feelings towards their Canadian neighbors. The Canadian shoe and leather man is uniformly courteous, considerate and hospitable. The salesman gets an audience with a fair hearing, and a chance to show his goods in almost every case.

"When salesmen from the States meet salesmen from Canadian firms with whom they are calling in competition, the feeling is entirely friendly, and, in fact, the Canadian salesmen often help the salesmen from the States in advising them how to cover territory to the best advantage and in the shortest time. All who have covered the field will appreciate this. Many years ago most of the shoe factories were located in Montreal, but later many moved to Maisonneuve, which is a suburb of Montreal, only a few miles away.

Going Around in a Sleigh

"In Eastern Canada, traveling salesmen find it most convenient when calling on the trade in the winter time to hire a traineau, or Canadian sleigh, to be had for \$1 an hour, and when two travel together, the cost can be divided between them. The drivers know all the shoe factories, and much time can be saved by going around in this way. From Montreal, the salesmen generally go to Quebec and almost without exception stop at the Chateau Frontenac, overlooking the St. Lawrence River, where they can also secure services of drivers who know every shoe manufacturer in the city and can take them around quickly.

"Shoe manufacturers in Quebec give visitors a cordial reception and are pleasant gentlemen to meet. Many of those who now visit this section of Canada and have visited it in the past will recognize photographs, which illustrate the type of sleigh used in that section and other points familiar to those who have been there. Sometimes salesmen from the States get good orders in Canada and sometimes not, according to business conditions. Those who come back empty handed, however, say they feel like the New Bedford whaler who was out three years without getting a barrel of oil, but said on his return, 'Anyhow, I had a good sail.'

"Leslie Rose Dowker, of Dowker, McIntosh & Co., and William Davidson, of Marlatt & Armstrong Co., Ltd., are familiar figures in the Montreal leather trade. Frank J. Boyden, of the Slater Shoe Co., and William Matthews, of the Ames-Holden-McCready Co., are prominent in the shoe trade and formerly came from the United States. Robert Fraser, of the Montreal branch of Beardmore & Co., is an active and energetic son of Scotland, known all through that section among shoe and leather men. In

Quebec city, W. P. Francis is doing excellent work with the John Ritchie Co., Ltd. Mr. Francis, formerly came from the States. James A. Scott, known throughout Canada East and West as 'Jimmie' Scott, is also well known in England. Mr. Scott makes his home in Quebec and has a large and prosperous leather business in that city. He handles the output of the Anglo-Canadian Leather Co. and has a large brick warehouse where he carries stocks of leather ready for prompt delivery, and has comfortable



JAMES A. SCOTT OF QUEBEC CITY

office quarters. Mr. Scott is active in outdoor sports, a good horseman, and is prominent in Quebec business and social circles.

"Thomas H. Lane, brother of Alderman Martin Lane, of Beverley, Mass., has made good as superintendent of the big Ames-Holden-McCready Co.'s shoe factory at St. Hyacinthe, between Montreal and Quebec. For some time Mr. Lane was in the pattern making business with W. O. Cree, who went to Paris, France, and later was superintendent of a large shoe factory in Brooklyn, N.Y. From Brooklyn, N.Y., Mr. Lane went to Dover, N.H., where he was superintendent of the Luddy & Currier factory, and later engaged in the shoe business with Mr. Luddy. Thomas H. Lane has met with good success in his Canadian connection, besides making many friends there in the trade. His many friends in the States are gratified to know that his ability has won him new laurels in his new field."

SHOE WORKERS ELECT DELEGATES

The Boot and Shoe Workers' Unions of Montreal has elected the following delegates to the convention of the Boot and Shoe Workers' Union of America, to be held in Buffalo in the third week in June:—Local No. 249, leather cutters, Chas. McKocher, Z. Lesperance; Local No. 266, L. Thibault, Is. Lesiege, M. Talbot; Local No. 428, Jas. Barbeau and R. Hebert; Local No. 257, St. Hyacinthe, H. Monette and R. Robert.

Simple Method of Detecting Adulterated Leather

"The Boot and Shoe Trades Journal," London, England, recently offered a prize for the best means of detecting the use of adulterants in leather. Many replies were received and turned over to that eminent authority, J. Gordon Parker, of international reputation, to select the one, in his judgment, covering the question most completely and concisely. In his letter to the Journal he says:

I have carefully read the articles on pages 407 and 408 in this week's Journal. I understand that you ask for a simple, practical method of testing to see whether leather is adulterated or not, and this test is supposed to be able to be carried out by intelligent men in the shoe factories. I imagine you do not pre-suppose that they have any knowledge of chemistry; in other words, you want a simple method that can be carried out by a good foreman in the shoe factory who has not access to a chemical laboratory or chemical appliances. If my supposition is correct, then I must rule out No. 1 method (T. Eatough); otherwise this is very good. He is, however, well trained in chemistry, evidently; but his method, while perfectly accurate, would require a lot of chemicals, apparatus, a chemical balance costing, probably, £20, and a well-equipped laboratory. I therefore rule this out for a foreman in a shoe factory. I should award the medal to Thomas Melvin. It appears to me that his is the best of the bunch. It is not an easy matter to advise a simple means of detecting adulterants, and even the method given by Melvin will not always answer, as it is possible for the tanner to load his leather with insoluble matters which could not be washed out. However, you only ask for my award, and I have no objection to

your mentioning that you have put the essays before me. Yours very truly,

J. GORDON PARKER.
Leathersellers' Company's Technical College, Tower Bridge Road, S. E.

[The doctor has interpreted our ideas correctly, and we are grateful for his assistance in this matter.—Ed.]

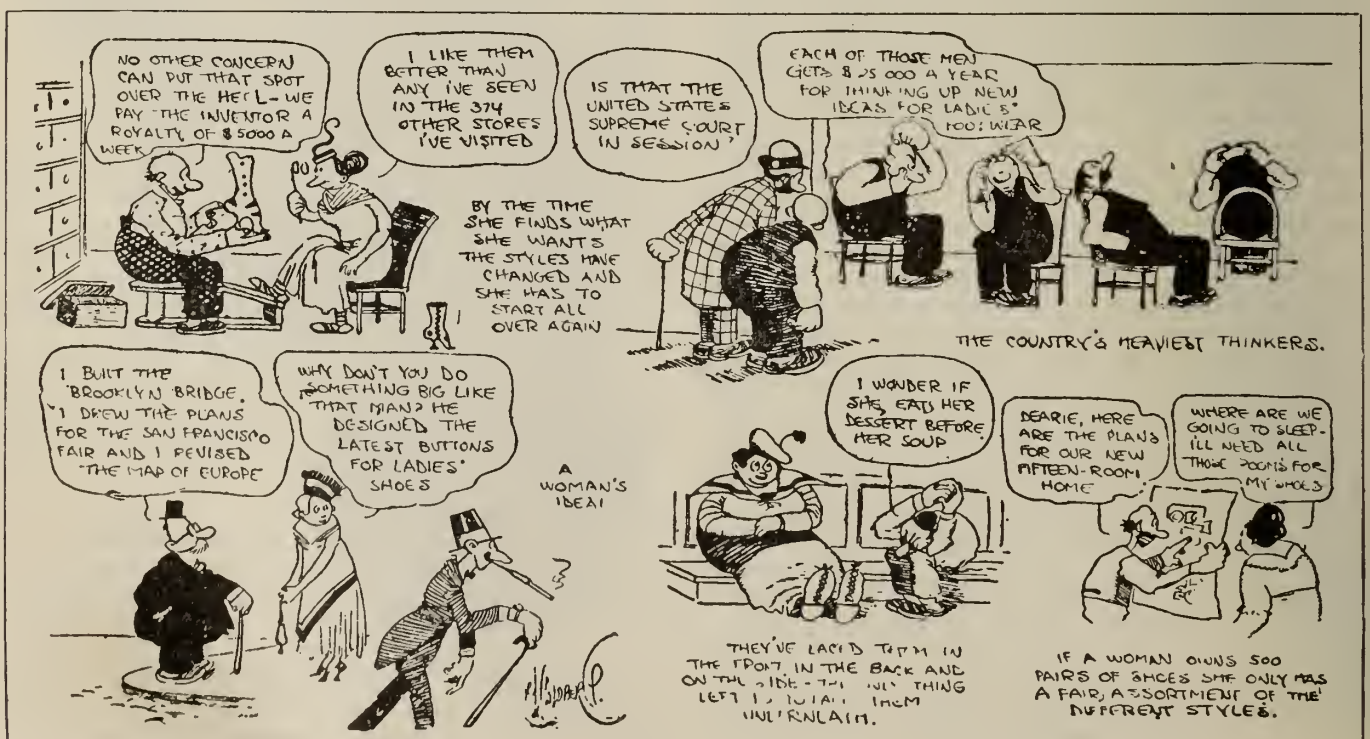
Prize-Winning Letter

Below we reprint the suggestions referred to:

In dealing with leather adulteration to-day it is no easy matter for student or master. The tanner has learned a lot how to fake hides in such a way that it takes some detecting by the eye-testing method, yet the buyer goes along trying to get something cheap. The resourceful tanner will always oblige at any price—that is, in reason to the hide market. You can find various ways to test leather. The following are simple, and not out of the reach of any man in the trade:

No. 1.—To find loading matter, weigh one bend and place it in a tank of water all day. Take it out; hang it up; when dry, weigh it again, and you will find the difference. I have known bends lose 2 pounds in this manner of testing.

No. 2.—Cut up another bend into ranges, and place it in a bath with sufficient lukewarm water to cover. Let it stand a day. Now take the leather out and let the drippings fall into the bath. Empty the water and sediment into an earthenware bowl and leave to evaporate near a warm place, when you will have some of the matter deposits that the leather contained, and by the use of a good



glass at the dry deposits you will get a fairly good idea of the various loading matters. Some are muddy and some are of a leady nature.

No. 3.—Another simple method. Cut a piece out of the back and another out of dip in the belly. In good tannage the back piece will outweigh the belly piece. In loaded leather you often find the belly piece outweigh the back cutting. This is brought about by the belly fibres being more open, and given to take more added matters.

A good tannage has all the natural properties in the leather. You only get tanning color out of these leathers. In some tannages, when the bends are placed in water, reaction takes place. Some, when dried again, crack like matchwood; others you find are completely transformed, all the firmness has disappeared, and are left very open, soft and pliable. Barium can often be detected by the color of the fibre, lead or greasy yellow form in the fibrous cells, and has a smooth cutting with it. In cheap tannage, where you have plenty of flesh on, you generally find plenty of loaded matter, which I will leave for more able gentlemen to define. I think to analyse the matter will be no easy task for the chemist to do, as the tanner uses his methods to beat the analyst, and will end, something like apple pulp in black currant jam—it is there, but finding the percentage of added matter generally beats the chemist, I remain, yours truly,

THOMAS MELVIN.

Co-operative Society, Limited, Birtley S. O., Co. Durham.

ALLOWANCES CUT INTO THE PROFITS

"Here, look at this," demanded a caller, as he entered a leading Montreal boot shop the other day, "I bought this pair of men's shoes here only a couple of weeks ago, and this one has cracked right through on the vamp. I paid \$8.00 for them and consider I have not got my money's worth."

The salesman pointed to a couple of signs in the shop to the effect that under no circumstances could patent leather be guaranteed and that all shoes in this leather were sold absolutely at the purchaser's risk. This, however, did not satisfy the man and no persuasion, cajolery, or argument could convince the complainant that he had received a square deal. Finally matters were adjusted by the salesman consulting the boss and promising to give the caller a certain allowance on his next pair of shoes. This was arranged satisfactorily and the gentleman, who was well known to the store, said he would drop in on the morrow and secure a new pair, in another leather, however.

A bystander asked the proprietor if he had many grievances of a like character. "Yes, quite a number," he remarked, "and we will have to allow that man three or four dollars on his next pair of shoes. This takes all the profit off patent leather. While we admit the sales in them, particularly to women, are numerous and the turnover satisfactory, still the complaints, when the leather cracks or peels, within a short time, reduce the general margin and, on the whole, we do not make as much money as on other kinds of leather. I know that sticking up a sign does not absolve us. If a man or woman pays six or eight dollars for a pair of shoes, he or she expects to get good value, and if the material is defective, they naturally look to us for redress, although we cannot get rebate from the manufacturers. We simply have to take our chance. But I suppose it is one of the drawbacks of the trade and so long as people clamor for the shiny leather we will have to handle it in footwear. I read with interest your interviews with retailers in the last edition of your paper. I disagree with the majority, that patent leather gives the satisfaction that other leathers do. Of course, our experi-

ence may be different from a great many, but each man has to size up the matter from his own insight and standpoint."

QUICK ACTION SALE ON FADS

What will retailers do with old styles of shoes if changes continue to be as radical in the future as they have been during the past few months? There has been some sound advice given to the retailers recently by some of the leading men in the business as to the disposition of these fancy stocks, so that they will not be left at the close of the season with what might prove to be a "white elephant" on their hands. Novelties are good sellers if you are fortunate enough to move them, but how utterly useless they are for profit, when the fad changes and they go "out." Conservative buying and quick action on sales is about the best remedy and any merchant should be cautious about getting loaded up with a big stock of freaks. Better lose a few sales than have a bunch left over. A store recently opened showing a line of goods to sell from 98 cents to \$1.98, tells its own story, and somewhere in the country some unfortunates are wondering just why they went bankrupt.

GETTING BACK LOST CUSTOMERS

Do you want bouquets from your trade? Do you enjoy hearing customers praise your stock of shoes or your service? If so, you must dig—and plant seed also.

If you would enjoy the good-will of customers you must earn it; and to earn it means to give a little more in actual value—a little more in service—a little more in attention than your competitors. If you are doing this, you have a right to expect the lion's share of the business; if not, there is no better time than the present to start.

But, at any rate, take this step in the right direction. Spring is an excellent planting season, so start your digging and sowing to-day. Look through your books and compile a list of people who have stopped trading with you. Send them a letter like the following:

Dear Madam (Sir):

We note from our books that we have not been favored with your business lately, which prompts us to inquire if you have withdrawn through dissatisfaction.

If we are at fault in any way, or if we have unknowingly offended, we would appreciate your advising us—in person if possible, or by phone or letter.

Thanking you in advance for an early reply, and for a resumption of your valued patronage, we remain,

This should bring at least a phoned reply; if it doesn't, then follow it with something like this:

Dear Madam (Sir):

Please do not think us persistent.

We are anxious to renew the patronage we formerly enjoyed from you, and, therefore, would like to know if you withdrew same through some error on our part.

If so, we'll gladly set matters right on your next purchase.

Hoping to hear from you, and assuring you that your business will receive our most careful attention, we are,

This letter should be followed either by a call over phone or in person, and the pressure brought to bear should bring back many old customers and make them even more staunch friends than ever before.

HAVE YOU THE ASSOCIATION SPIRIT ?

The association spirit is a large all encompassing spirit. It tolerates no smallness—no meanness. It stands for progress in business and the enjoyment of life. Every shoe dealer should be proud of this spirit, says the Shoe Retailer.

Many shoemen have failed to realize the depth and meaning of association spirit. Some, at least, of the present generation, never will feel it. They are beyond it, or it is beyond them, which ever the case may be.

Pettiness, living for oneself alone, hording one's thoughts and companionship stifle the association spirit.

Drifting into a hum-drum, careless, methodical, indifferent manner of living also locks the doors of the heart and mind to the acknowledgment of the inherent goodness of true association spirit.

What better proof of the value of association spirit can be advanced than the growth of this get-together idea during recent years? Movements of little or no value do not expand; they weaken and die. Judging from the growth

of the association idea there can be nothing but helpfulness and worth-whileness about it.

Some business men use their little hammers as frequently as possible on their local organizations. And they seem to think that by "knocking" their neighborhood bodies they are also taking a swat at the association idea. They're not. The association idea is above being "knocked." It embodies the real merchant's highest aim. True, a particular neighborhood organization may deserve "knocking." But that comes from inefficiency, lack of ability or of the true association spirit. The fact that one cannot paint may serve to condemn one's particular artistic efforts but it can never condemn art.

A requisite for membership in any business association should be proof of a complete realization of the association idea. If a man lives up to the association spirit he will prove a boon to the organization and a boon to himself.

Take, for example, the National Shoe Retailers' Association. A number of the country's best shoemen—men

Chaussures de Printemps et d'Ete

QUALITE SUPERIEURE--STYLE--PRIX MODIQUES.

ASSORTIMENT COMPLET DE CHAUSSURES POUR L'ETE

HOMMES, FEMMES ET ENFANTS

Pour Hommes : Magnifique choix dans les chaussures de couleur, Cuir patent, ou Veau, boutonnées ou lacées.

Pour Dames : Cuir Patent, Pumps, Souliers bas Colonial pour fillettes ou enfants. Tous les styles, sandales avec ou sans sangles.

Chaussures Tennis : Stock complet. Chaussures Lacrosse. Dames les couleurs brune, blanche ou noire.

SPECIAL : Ligne complete de bottines lacées ou boutonnées Souliers pumps ou Colonial avec talons bas pour jeunes filles.

Grandeurs 2 1/4 à 5 1/4



BOUCHER, LACROIX & FISETTE

163-167 RUE WELLINGTON,

SHERBROOKE. QUE.

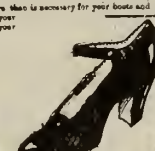
If You Want More Than Your Money's Worth

You should not fail to see our splendid showing of spring and summer boots and shoes. The line includes some of the nicest values you have ever seen—they're stylish, new and up to date, built to comfort your feet, stand lots of hard wear and still look nice.

Boots and shoes have greatly increased in price this spring—but ours have not. Our order was placed early enough to take advantage of the mid price—you'll save money by getting your spring and summer footwear here.

Just call and look over our line—you'll find a larger assortment of better boots, in a wider range of sizes and styles than you have been offered before. Notwithstanding the increase in prices you can buy the best footwear procurable at just the same price as you formerly paid—in some cases at a lower cost.

If you don't wish to pay any more than is necessary for your boots and shoes this spring, come here for your footwear, you'll get more than your money's worth.



Reuben Taplin & Co. Kensington

New, Stylish and Serviceable.

Our showing of Men's \$5.00 Boots in all treatments—Patent, Gun Metal, Valour and The California, Goodyear, Wain, Waterbury & Rising, excels in the new shapes, are without doubt the best goods on the market today. Unions made by experienced shoemakers from selected materials on new shaped lasts they will appeal to all seeking an up-to-date boot.

Waterbury & Rising Limited



The John Murphy Company Limited

Three Factory Offerings of Women's Cloth Top Button and Lace Boots.

Regular \$4.00 to \$5.50; **FRIDAY \$2.69**

IN BLACK, FAWN and GREY. ALL SIZES.

A great purchase of 1200 pairs from the "Classic" shoe factory, Perth and "Queen Quality" factories. All this season's footwear, bright, smart and elegantly finished. Made on attractive and comfortable lasts.

Military lace boots, cloth tops only, in black, fawn and submarine grey. Smart colzaux in all patent and great vamps, with cloth backs in black, fawn and submarine grey, all have the smart Spanish leather Louis heels.

Net a pair will be less than \$4.00 to \$5.50

FRIDAY \$2.69

DESIRABLE FRIDAY BARGAINS IN MURPHY'S BLOUSES

Reg. \$1.50 to \$1.75 **LINGERIE AND TAILORED WAISTS \$8**

100 only attractive designs of perfect fitting and laundering giving, wearing, iron, value, etc. Smart, neat styles in white ground with pin stripes. All sizes. Reg. \$1.50 to \$1.75

FRIDAY .98

Reg. \$2.95 **LINGERIE BLOUSES \$1.49**

150 only lawn, mail and voile waists, smart new styles with high or low necks. Values \$2.95

FRIDAY \$1.49

800 BEAUTIFUL WAISTS

Reg. \$5.00 to \$7.50; **FRIDAY \$2.95**

Simple waists from noted New York and Canadian factories. Designed in rich mesaline and lap skirts, chiffon and crepe de chine. All this season's novelty shades, including teal pink and blue.

FRIDAY SPECIAL \$2.95

4000 YARDS 36 INCH SILK POPLIN. Reg. \$1.25 Yard; FRIDAY .98

An extraordinary offering resulting from a big cash purchase. This most wanted Summer fabric comes in four pleasing qualities and light weights. All the season's most popular shades, finished perfectly.

Alma Blue	Clothes Blue	Blue and Grey	Black
Black	Black	Black	Black
Black	Black	Black	Black
Black	Black	Black	Black
Black	Black	Black	Black

Also high Jet Black 4000 yards only silk poplin, 36 inches wide. Our special offer at \$1.25; **FRIDAY, Per Yard .98**

BUY THEM FOR \$4.00

Don't pay \$8.00. Get the "Patent" kind sand tops. Grey tops, Black tops, Military lace and button.

The Superb

"Classic" Shoes

MADE IN CANADA

See our Show Windows

The J. J.

Haines Shoe House

Stores at Carleton Place, Belleville, Napawan and Trenton

St. George's Society Celebration

Friday Evening, April 23rd

An event of great importance and for a most worthy object. Ladies will require neat, dainty footwear, and we feel equal to the occasion.

Satin, Suede, Bronze, Patent and Gun Metal Pumps and Colzaux \$2.50 to \$5.00




Men's Pumps, Oxfords and lightweight Boots in Patent and Gun Metal. A range of dressy shoes suitable for week occasions.

\$3.00 to \$6.00

Waterbury & Rising, Limited

King St. Union St. Main St.

Vassar Shoes For Women

If a woman's shoes look well, her feet will look well, but a handsome foot for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot Vassar shoes are made to fit. You'll realize the worthiness of Vassar shoes when once you've worn them. You'll be convinced immediately that all we've said about them is true.

Beresford Shoes For Men

The skins that are used are the best of the market. That's the Beresford Selection and every process right up to the cutting room is the Beresford factory is carried through on this definite plan of making every square foot of leather the best leather that can be built into a shoe.

If you want the best pair of shoes of your time to give you double service and double comfort, just try a pair of BERESFORD SHOES.

Eclipse Shoes For Misses, Children & Youths

Be as critical as you like in your inspection of Eclipse shoes for children. They'll come through any test you put them to with the same color. They are carefully made one at a time, of the best materials and with the best workmanship at reasonable prices. See our Copper Toe shoes for boys.

PRIOR BROTHERS

PALMER'S SPECIAL OIL TANNED SKOW-BEGAN 10in DRAW STRING DRIVING PACK \$5.00



Delivered by Mail or Express, all charges prepaid, made with reinforced counter, and shank with heavy double nailed sole of best quality sole leather that will hold any style of caulk.

Send in your orders at once and be ready when the driving starts. Send us \$5.00 stating size, and your order will be filled by return mail.

Special Prices to Dealers

John Palmer Co., Ltd.

Fredericton, N. B.

Makers of the Famous "Moose Hood Brand" and "Palmer Brand"

The Oldest and Largest Manufacturers of Oil Tanned Footwear in Canada

THE FOREGOING ADVERTISEMENTS, SHOW HOW A NUMBER OF LEADING FIRMS USE NEWSPAPER SPACE IN SETTING FORTH THE MERITS OF THE FOOTWEAR LINES THAT THEY HANDLE. BOUCHER, LACROIX & FISETTE DO BUSINESS IN SHERBROOKE, QUE.; REUBEN TAPLIN & CO. IN KENSINGTON, P.E.I.; WATERBURY & RISING, LIMITED, IN ST. JOHN, N.B.; JOHN MURPHY CO., LIMITED, IN MONTREAL; HAINES SHOE HOUSES IN SMITH'S FALLS, BELLEVILLE, NAPAWAN AND TRENTON; PRIOR BROS. IN PORTAGE LA PRAIRIE, MAN.; AND JOHN PALMER CO., IN FREDERICTON, N.B.

chok full of the association idea—are striving day by day for the betterment of the retailer's lot. And the only way to place the entire retail trade on a higher plane is through the perpetuation of the association spirit. These men are striving for such an idealistic condition with more energy than some dealers expend on their business. They are working to cast the searchlight of knowledge where only shadows fell before.

The association spirit is an elusive thing to grasp. It is difficult to enumerate the varied requisites of this idea on paper. It is a feeling more than anything else and yet its duties are manifold. General helpfulness through organized power for good is a fair definition of the spirit, yet it is even broader in scope than this. One thing, though, is certain. If a dealer catches the idea, it's going to mean a bigger and brighter outlook for him.

Now, then—ask yourself the pointed question: Have I the association spirit? And answer honestly. If you have the association spirit, you belong, on the firing line. If you haven't the association spirit you belong on the firing line anyway—for there is where you'll learn it!

COMPREHENSIVE CHART FOR BUYING

The buyer of women's footwear in a leading retail establishment of Cincinnati, who has been appealed to by representative dealers for advice on the purchasing problem, supplies the following interesting information:

"The average shoe dealer in Ohio does a business of \$35,000 per year. Of this amount 35 per cent. should represent gross profit, leaving a balance of \$22,250 with which to buy stock for two seasons. This gives the shoe dealer a total of \$11,125 for stock for each season. This amount should be divided into three parts, one-third, or \$3,500, should represent staple styles or non-novelty styles of footwear bought on advance orders prior to June 15 for September 1 delivery. For the spring season the time would be prior to December 15 for March 1 delivery. One-third should be set aside for the purchase of duplicates, to be bought on order after August 15 for fall or February 15 for spring delivery. The other one-third should be used for late buying of new styles, or between July 15 and September 1 or January 15 and May 1.

"The manufacturers at that time of their season will be willing to make delivery within four weeks, for by that time their main run is out of the way. Every shoe merchant should keep a check upon himself in buying by having before him the figures of the season or year previous. Goods well bought are half sold, and it is well for the shoe dealer to maintain in his office a comprehensive chart of past season's buying by which to check any overbuying. In this way a parity can be maintained in the relationship in the quantities of shoes bought in different grades, or in the different departments, say women's, men's and children's."

WHAT ABOUT YOUR STORE "CLOTHES"

There are some worthy men who get on reasonably well in the world even though they pay no attention to their personal appearance. And yet there are other men whose real worth is open to question but who get along splendidly, largely because they take the greatest care to make their personal appearance noticeable and effective. The fact is that when you meet a man for the first time, you are impressed by his appearance. It is the same way with a store. It is all very well to claim that you are holding your own trade, and that they know you as you are. There are some merchants who even claim that to change the appearance of their store would be to lose their old trade. On this excuse, they will go along on antiquated equipment, gloomy fronts and half-way service. No matter how profitable the business of such a store may be, there is no question but that it would be greater if the store

was improved in its appearance. The appearance of the store is built up out of its equipment. A store's clothes are its store front, its show cases, its lighting fixtures, and its display fittings. Change these, and you change the entire appearance of the store. If you want better trade, better profits, and better business, look over your store and see in what way you can improve its appearance as this is the best season of the year to prepare to renew your store's clothes.—Retail Equipment.

GETTING RID OF A GRIEVANCE

The shoe dealers of Cleveland, O., have joined hands with retailers in other lines, and with the Retail Merchants' Board of the Chamber of Commerce in that city, and they

Do You Have Merchandise Sent Home On Approval?

This is an age when sanitary precautions of all kinds are seriously agitated by Women's Organizations throughout the country. The abuse of the privilege of having merchandise sent home on approval is a matter for reform as vital as any of those now being effected.

For sanitary reasons the consumer should give this matter her serious consideration. Many articles of merchandise are now not returnable. The same restrictions cannot be placed on all merchandise.

It is for her own protection therefore that the undersigned merchants of Cleveland unite in asking each patron to co-operate in correcting the abuse of the privilege of having goods sent home on approval.

The Bailey Company	The Kinney & Levan Company
The Webb C. Ball Company	The Korner & Wood Company
The Bowler & Burdick Company	The Lindner Company
The Geo. H. Bowman Company	The May Company
Browning, King & Company	The Morehouse Company
The Burrows Brothers Company	Oppenheimer, Collins & Company
The Cowell & Hubbard Company	The W. H. Quinby Company
The W. B. Davis Company	The Siegel Company
The Halle Brothers Company	The Stearns Company
The Higbee Company	The Strauss Brothers Company
	The Wm. Taylor Son & Company

are running in the daily newspapers advertisements designed to correct the abuse of the system of sending goods out on approval. The accompanying advt. has been run in varied forms in all the Cleveland newspapers, and some of the stores have embodied it in their own ads

PROFITS IN SMALL STORES

The small store, if properly managed, can sell goods cheaper and at the same time secure a better margin of profit, than the big city store. That is proven true simply because the small rural store does not have near the expense of its big competitor. The rural store can do business at comparatively small cost. This is a fact borne out by investigation, and a bit surprising to many, and it is a hard fact that refutes the oft-repeated assertion that the great city stores sell cheaper because their costs of doing business are less than the rural stores of the country towns, or stores in places from 3,000 to 12,000 inhabitants.

So another theory is exploded, and we hope that the small merchant will be wise enough to take advantage of this and give a large part of the difference to his customer. This game of merchandise is nothing more nor less than an old-fashioned "hoss trade"; if you give the other fellow the very best values you can get his money, else he goes elsewhere to get what he failed to get from you.

DEATH OF PROMINENT LEATHER MAN

One of the leading figures in the manufacturing ranks of Ontario passed away on May 23rd, in the person of Walter D. Beardmore, of Toronto. For many years he had been a strong personality in the leather world and until his last illness, extending over some months, had always



THE LATE W. D. BEARDMORE, TORONTO

taken a lively interest in the affairs of the trade, of which he was regarded as the dean. Mr. Beardmore was president of Beardmore & Co., who have tanneries at Acton and Bracebridge. He was also president of the Acton Tanning Co., Limited, the Muskoka Leather Company, vice-president of Beardmore Belting Co., the Dominion Lumber Co., a director of the Mutual Life Insurance Company, and identified with many other concerns. An influential member of the Toronto Board of Trade, he was a past president of the tanners' section. He was looked upon as an authority in regard to hide and leather affairs, and had for some years prepared an annual review of the situation, for leading Canadian journals. Mr. Beardmore was born in Hamilton in 1849, being the eldest son of George Lissant Beardmore. Educated in England and at Upper Canada College, early in life he became associated with the business established by his father, known as Beardmore & Co., tanners and leather merchants, which developed into one of the largest concerns of its kind in Canada, with great warehouses in Toronto and Montreal, and two tanneries in Acton and one in Bracebridge. In social as well as business circles, Mr. Beardmore was highly regarded for his kindly, considerate nature. He was a man of energy, industry and fine business foresight. Taking over his father's interests at the age of 21 years—his brothers, G. W. Beardmore and A. O. Beardmore, of Toronto, and F. N. Beardmore, of Montreal, were subsequently admitted to the firm. The subject of this reference belonged to a number of leading clubs, among them being the Toronto Hunt Club, Ontario Joekey Club, the Royal Canadian Yacht Club, and the Sports Club, of London, England. He was married to Miss Melinda Elizabeth Williams, of Hamilton, who survives him along with four sons and one daughter.

AGED SHOEMAN RECALLS EARLY DAYS

Joseph Mantell, who lives at 69 Herbert avenue, Toronto, is probably the oldest resident in the city and last month celebrated his hundred and fifth birthday. He still moves around with agility and many men of half his years

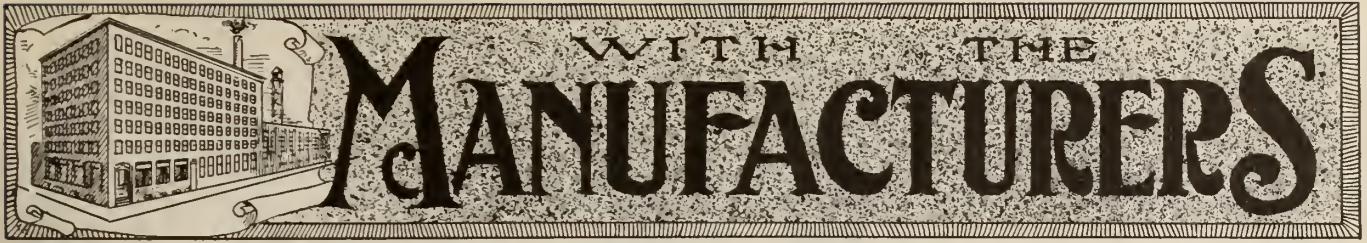
look older. He was born in London, England, and came to Canada in 1837, the year of the Mackenzie rebellion, the incidents of which he can recall with wonderful clearness. Mr. Mantell is a shoemaker and for a couple of years followed his trade in Toronto, having the honor of making a pair of long boots for Governor Bond Head in those early days. He went to London about 1840, where he took up farming for many years, later going to Tillsonburg where he conducted a shoe repair shop for over a quarter of a century. In 1907—at the age of ninety-seven—Mr. Mantell quit the bench and returned to Toronto. He still pays annual visits to London and Tillsonburg to see old friends. The aged gentleman takes a great interest in the present day war news, and, as a boy of five years, he remembers when his childish cries were hushed by threats that Bonaparte would catch him. He recalls the illumination of London after the battle of Waterloo. There were torches on the streets and thousands of candles in the windows. Mr. Mantell, now takes great delight in working in his garden, and during the summer spends hours amid the flowers and shrubs.

AN ADMIRABLY APPOINTED FACTORY

The new factory of Tourigny & Marois, Quebec, into which the firm removed a few weeks ago, is located at the corner of St. Valier and Arago streets, and is one of the handsomest and best equipped shoe manufacturing buildings on the continent. There is plenty of daylight on all sides and the ventilating, sanitary, safety and operating facilities are of the very latest type. There is about one hundred thousand square feet of floor space and the capacity of the plant is five thousand pairs of shoes daily. The firm are now turning out about four thousand pairs and employ 450 hands, and may extend their lines to include men's welts. The outlay for the new home was about



\$200,000. The office building is on St. Valier street, the clerical staff occupying the entire ground floor, and the remaining floors above the office, as well as the building forming the corner of Arago and St. Valier streets, are devoted to the manufacture of shoes. Between the office building and the main structure on Arago street there is a V-shaped space, left vacant purposely so that the interior of the factory is lighted from all sides. In the V there is ample means of escape in case of fire, a fine wide iron stairway extending from the ground up, and throughout the six floors there is a modern sprinkling system to guard against any danger from fire.



REVIEWS SHOE TRADE CONDITIONS

Sidney W. Winslow, president of the United Shoe Machinery Corporation and the United Shoe Machinery Company, in his recent annual report to the stockholders, said in part:—

"The fiscal year witnessed a falling off in the shoe manufacturing business in common with all other branches of American industry. For several months prior to the outbreak of the European war, on August 1st, 1914, the output of shoe factories in the United States had been gradually shrinking until it has been estimated at less than 90 per cent. of the output during the corresponding period of the previous year. Subsequently this decline was accentuated still further, and although the shrinkage has since been offset in some degree through foreign orders received by a few American factories, these have not been large enough to have material influence upon the trade, the total orders from European buyers during this period having been less than two per cent. of the normal annual production of shoes in the United States. The lack of activity in shoe manufacturing has been reflected in the company's receipts from royalties, rentals and sales, and the volume of business for the first time since the organization of the company shows a slight decrease from the preceding years.

"Industrial conditions have affected the operations of the Beverly (Mass.) factory so that it has been necessary still further to reduce the force of employes already depleted on account of the government litigation which made it advisable two years ago for the company to discontinue its policy of leasing certain machines in the general department, therefore, available to shoe manufacturers on optional terms of conditional lease or outright sale. The number of employes at the time of the annual report in 1911 was nearly 5,000. A year ago it was 3,564. It is now 2,887. The average weekly wage of productive help is \$16.15—a higher rate than ever before. The number of machines on lease in the United States on March 1, 1915, was 98,860; a decrease of 588 machines from the preceding year.

"The foreign companies in which the company is interested have in large measure recovered from the temporary setback at the outbreak of the war; and in some instances they are doing a better business than ever before."

GETTING BACK TO PRIMITIVE STYLES

The knob-toe, high-toe and bulldog-toe have had their day, and until history repeats itself, these three styles will gradually drop out of sight. It is a well-known fact that style in shoes repeats. Fifteen years ago the blucher style began to boom and lasted about ten years, when back to its own came the button shoe again. Some twenty odd years ago the side-lace was popular; then for the past twenty years it dropped out of sight, only to be featured at the present time again. The present lines of samples, taken as a whole, show a decided falling off of the button shoe. Three-quarter and seamless vamps are losing ground and the circular vamp coming once more. This is perhaps more noticeable on

men's lines than on women's. Fancy lace row, stitching, perforating, and pinking are seen only on lines that depend on a flashy appearance for their sale.

RECOGNIZED AN OLD FRIEND

Are Canadians behind in enterprise when it comes to designing and manufacturing shoes? An Ontario maker of women's welts was recently in a shoe centre in the Eastern States, and when going through a large factory, noticed a particularly striking last, which seemed to have a rather familiar look. The Ontario man, who was accompanied by a traveler for a last making firm, got in conversation with the president of the shoe company who said that the last was a decidedly neat and popular one, and had made the factory many thousand dollars during the past few weeks. "You certainly have done well," casually remarked the Canadian, "We have a last something like it."

"Have you?" said the New England man in surprise.

"Well, I think so," replied the Ontario visitor, "it looks very much like our 240."

Then the last traveler let the cat out of the bag by informing the New England maker that the last was a copy from one which the Canadian firm had been using for over a year, and since then had been employed in only two or three other factories. The story of how such a last came to be adopted is interesting. The Ontario man was journeying along Fifth avenue, New York, over a year ago, when he noticed an exceedingly striking model in women's footwear. He purchased the pair at \$15 and brought them home. Then he had several lasts designed from this model until he secured one that suited him to a dot. The result was No. 240, which had a wide vogue with his trade and is now making money for some of the enterprising concerns on the other side.

POPULARITY OF CLOTH TOPS

The statement is made many times of late that owing to the scarcity of leather and the European war, there had to be a substitute for leather, consequently cloth is being used more than ever before. It is not to be denied that leather is scarce and growing more so, but this is noticeable more in heavy leather—in material for soles. This is being taken care of by the use of rubber and like compositions. But to get down to the real and vital reason for cloth in shoes at present, it really seems that it is a matter of style. Women are demanding more style, more colors in footwear. Shoes must be handsome to accord with the fashion of short skirts and must harmonize in color with the other clothing. Cloth seems to be more suitable, less expensive and easier to obtain for the millinery styles of footwear,—therefore, cloth.

COME OFF WITH GOOD RECORD

Out of 86,000 pairs of army shoes issued to the Canadian forces, there were condemned by the militia authorities 7,807 pairs. The parliamentary investigation committee in order to satisfy itself as to the exact condition of the shoes

which had been condemned after having been used, had them returned to Ottawa and had two practical men of much experience in connection with the repair and manufacture of shoes make a careful examination and report upon those condemned boots. The result was that it was found that of the 7,807 pairs condemned 6,599 pairs could be repaired and put in a serviceable condition; 510 pairs had been burnt, 319 pairs had been mutilated and cut in some way, and there were actually defective 379 pairs of shoes or less than one-half of one per cent. of all the shoes issued to the forces in Canada; and when this record is taken into consideration it might be well said that the Canadian shoe industry has reason to be proud of this result and that instead of being held up to the ridicule and scorn of the people they should be pointed to with pride for having met so serious a crisis in so capable a way.

GIVE YOUR VIEWS ON ARMY BOOT

The war purchasing commission is at home to people who want to talk boots, says a recent despatch from Ottawa. Since the war started boots have loomed large in discussion, among the troops, in Parliament and elsewhere. The war purchasing board wants to get a type of footwear which will overcome all objections and render the best service possible. With that end in view certain specifications were drawn up and sample boots based upon them were manufactured. From time to time changes have been made. The gathering was for the purpose of securing further advice of experts or people who have ideas about boots with a view of uniting upon a type of footwear embodying everything that makes for the maximum of wear and serviceability. Representatives from many firms of manufacturers or others who have views have been giving the commission the benefit of their advice. The type of boot which will be adopted will be heavier than what was originally made, while a steel plate is put around the top of the heel. Other features of the manufacture are of a technical character but such as will make for strength and durability.

CANADIAN FOOTWEAR IN UNITED KINGDOM

The market for Canadian footwear in the United Kingdom has been frequently commented upon in reports submitted by Mr. Claude Dyer, the Acting Canadian Trade Commissioner at Leeds. According to Mr. Dyer, the returns now available show that since the date of several reports a noticeable increase has taken place in the shipments from Canada. During March, 1,465 dozen pairs of boots and shoes (of leather), valued at \$63,475, were imported from Canada. The imports of Canadian boots and shoes (of leather) during this month alone therefore exceed the total imports for any period of twelve months during recent years.

BIG ORDERS FROM ALLIES

A recent issue of *Hide and Leather* makes reference to a number of large orders for army shoes placed by the allied powers in the United States. It says:—"The French government purchased \$350,000 of heavy sole leather lately for army purposes, fourteen days delivery, inspection and payments at dock. Orders for 3,000,000 pairs of shoes are reported to have been placed last month in Boston by the Russian government. Three New England shoe manufacturers took the business, with delivery from four to six months. The leather called for is russet splits and large sales of this leather have been made. Rough splits are two cents to three cents higher and prices of flexible inner-soling

and pickled splits are advanced. It is asserted that the French, Belgian and Italian governments are also about to place large orders for army shoes in America. Boston reports sale of 500 tons of wax splits for Russian shoes. These have hobnailed soles. The uppers are russet or natural color wax splits. War orders were placed recently for 15,000 sets double harness or 30,000 harnesses, from russet leather, also some quantities of bridles and saddles."

KID LEATHER IN STYLE AGAIN

A shoe manufacturer, just home from the eastern market, says: "Among New York shoe buyers, I found a new interest in kid leather. Some of the buyers are expecting a good run on kid leather shoes for late summer novelties and are thinking they will run well into the fall. It would be a good thing for shoe manufacturers if kid leather did come back, because it is a good leather to cut and make up. For a revival of kid leather shoes, there are two chief reasons. One is that the shoe retailers have gone to the limit on millinery styles, and now are sobering up. Another reason is that Europe is turning to black. In its present sorrowful condition, it requires no flashy, colored shoes. This wave of sober fashions is likely to sweep over this country. Even the colored kid shoes that are coming into style are of the subdued colors."

DO NOT WASTE CEMENT

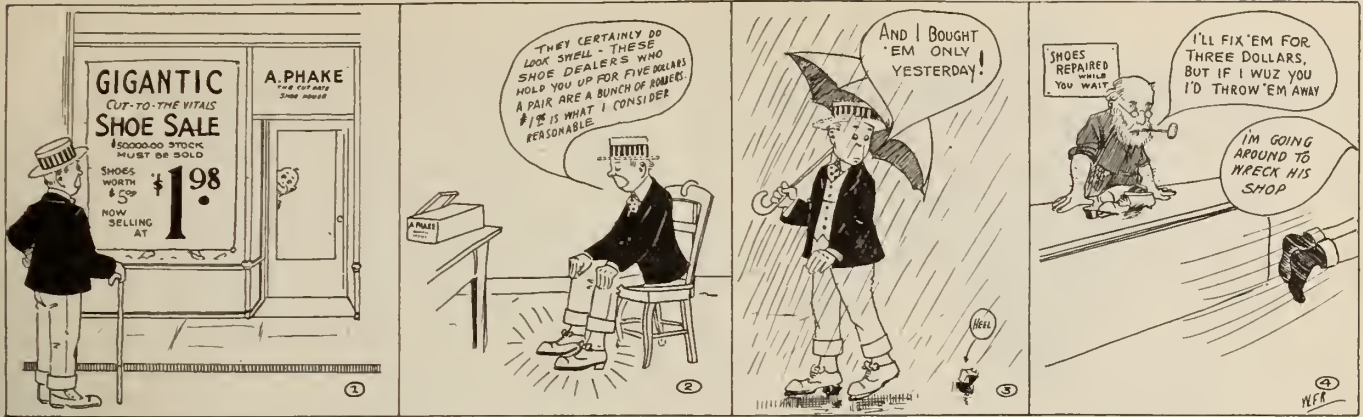
What a wasteful habit it is for a shoe operator to use cements from an open dish. Not only does a large percentage of the cement go to waste by drippings, but there must also be taken into consideration the amount of cement lost by evaporation. There are several good cementing machines on the market, and they not only give better results than the use of a brush, but also soon save the cost of extra labor and cement.

NEW HEEL BUILDING PROCESS

An individual pressure wheel and vulcanizing heel paste process has been introduced by a western concern by which the heels are built on any plan desired with a special paste, then each heel is put under individual pressure for thirty minutes, at the end of which time they are automatically removed from wheel to wire basket and are ready for the compressor in two to three hours. This saves putting heels on boards and under pressure for two to twenty-four hours after which they are dried, taking from one to six days to dry, according to method used. It also saves boards, presses and labor; also the large amount of stock in process because of the length of time taken in drying. This method of building heels is also claimed to save 1-16th of an inch of stock in height on each heel. The automatic adjustable plate on each press takes care of flat heel, or wedges of any thickness on account of eccentric. One plant in which this process has been installed, formerly had 25,000 to 30,000 pairs of heels in process, where to-day they turn out just as many heels with 7,000 to 10,000 pairs in process. They discarded 700 boards on which they formerly put their heels to put in presses; 550 dry racks used to dry their heels in natural air; one large hydraulic press; seven screw presses, and no longer require the services of two men who handled the heels, taking them from the builders and putting them in presses and dry racks.

STRING SYSTEM FOR TURNS

The string system, so-called, for making turn shoes by machinery, is meeting with great success. There are six separate operations, all performed by machine. First the



HOW WILLIE WATCHEM SECURED A "BARGAIN" IN SUMMER FOOTWEAR

sole is tacked to the last; second, assembled; third, stitched by turn stitcher; fourth, trimmed; fifth, turned; sixth, beat out and smoothed up. The writer has seen this system used, and was very much impressed with it, not only as to the quality of work but the speed. With the exception of the stitcher, these machines are very simple, and little or no trouble should be had in teaching operators to run them.

ONTARIO MANUFACTURERS DISAPPOINTED

The Imperial order for one million pairs of army shoes, on which the shoe manufacturers of Western Ontario were figuring, has not materialized. Word has been received that the order was placed elsewhere. It is stated that the sample shoe, which was made by the Ontario manufacturers and sent to the Old Country for approval, reached there a day too late. It is regrettable that the Western Ontario factories did not land this large consignment as it would have represented an expenditure of nearly three million dollars, and would have kept about eighteen factories working up to the limit for several months.

IMPROVED BOX TOE GUM

Durlacque's superior box toe gum is the name given to a product put out by a western concern. This gum is waterproof and acid proof and will hold the box toe firmly and slightly during the life of the shoe. Perspiration from the foot will not injure this gum and cause box toe troubles. At the same time it will not stain either leather or fabrics. The manufacturers of these goods are so positive that this material will be satisfactory that they will ship a ten-gallon sample on approval, which can be returned if not satisfactory. In addition, the manufacturers claim that it saves 20 per cent over other products.

THE RETURN OF KID LEATHER

Blue kid leather shoes are shown in stores in New York which handle fine footwear for women. It is said that they will sell well in the summer time. Putty and champagne kid are still in good style. Much putty and champagne kid is used for tops of patent leather vamp shoes. The production of colored kid leather seems to pay the tanners. At all events a shoe manufacturer says that he is paying 40 cents a foot for colored kid. For black kid of about the same wearing qualities he pays 22 cents. Black mat kid shoes promise to sell well in the fall and winter lines.

FUSSY TO MAKE AND TO FIT

A Canadian firm made up some boots lacing up the back and showed them to customers, and then refused to make them. The manager of the firm said that the shoes were

fussy to make, and that they would be still more fussy to fit. He recommended that his customers buy more sensible styles.

KINGSBURY BOYS WIN OPENING GAME

The opening game of the Maisonneuve Manufacturers' Baseball League was held recently and the season started under very auspicious circumstances. The initial game was played between Kingsbury Footwear Co. and the James Muir Co., both shoe factories, in which the former were victorious by a 7-1 score. Several details of the game are given as a great deal of interest has been evinced by those engaged in the shoe industry in Maisonneuve, and keen rivalry exists. Mayor Tremblay pitched the first ball with Mr. Chartrand, president of the Kingsbury team batting, and Mr. Brown of the Watson-Foster Co., catching. Below is given a summary of the game as well as the schedule of the league for the balance of the season:


	1	2	3	4	5	R.	H.	E.
Kingsbury	0	1	4	2	0	7	11	2
Jas. Muir	0	0	0	1	0	1	3	4

Two base hits, Gilbert, Lamothe, Fernet; stolen bases, Fernet, Vincent; base on errors, Kingsbury 3, Muir 1; base on balls, off Provost 1, off Robitaille 3; struck out, by Provost 7, by Robitaille 3; left on bases, Kingsbury 6, Muir 4; hit by pitcher, by Robitaille 2. Umpires, Bluteau and Desrosiers.

Schedule for the Season

- May 15—Watson & Foster vs. United Shoe; won by U.S.M. Co.; score 6-1.
- Jas. Muir vs. Kingsbury Footwear; won by Kingsbury; score 7-1.
- May 29—United Shoe vs. Jas. Muir; won by U.S.M. Co.; score 7-5.
- Watson & Foster vs. Kingsbury Footwear; won by Kingsbury; score 21-17.
- June 12—Kingsbury Footwear vs. United Shoe.
- Jas. Muir vs. Watson & Foster.
- June 19—United Shoe vs. Watson & Foster.
- Kingsbury Footwear vs. Jas. Muir.
- July 3—Jas. Muir vs. United Shoe.
- Kingsbury Footwear vs. Watson & Foster.
- July 17—United Shoe vs. Kingsbury Footwear.
- Watson & Foster vs. Jas. Muir.
- July 31—Watson & Foster vs. United Shoe.
- Jas. Muir vs. Kingsbury Footwear.
- Aug. 14—United Shoe vs. Jas. Muir.
- Watson & Foster vs. Kingsbury Footwear.
- Aug. 21—Kingsbury Footwear vs. United Shoe.
- Jas. Muir vs. Watson & Foster.

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The publishers of the Shoe and Leather Journal reserve the
right to reject any matter furnished either for the advertising
or the reading columns.

Shoe News in Paragraph

A tannery has been opened in Morden, Man., by Peter Kotenko.

E. Smith, shoemaker, has started in business in St. James, Man.

Th. Mayer, Montreal, was in Toronto recently on a business trip.

Day & Lamarre, shoe dealers of Longueuil, Que., have dissolved partnership.

J. S. King, of the King Shoe Co., Toronto, is spending a few days at Atlantic City.

William Hands has bought the shoe repairing business of R. Hepenstall, Warton, Ont.

Harry Dallas, Sr., has returned to Toronto after spending a few days in Preston, Ont.

T. McGovern, of the Western Leather Goods Co., Toronto, was in Montreal recently.

The Kimmel Felt Co., Berlin, have installed a Pluma skiving machine of the latest type.

F. W. Knowlton, of the U. S. M. Co. of Canada, Montreal, is spending a few days in Boston.

N. Macfarlane, of the Macfarlane Shoe Co., Montreal, spent a few days in Toronto last week.

F. Blouin, manufacturer of raw hide fibre counters, Quebec, has assigned to J. P. E. Gagnon.

W. Michaud has opened a shoe store in Montreal, at the corner of St. Denis and Carriere streets.

G. A. Maybee, of Maybee, Kennedy Co., Moose Jaw, Sask., who is President of the Saskatchewan Retail Mer-

chants' Association, is on a business trip to Toronto, Montreal, Quebec and other points.

Ritchie Thompson, manager of the Gorman Shoe House, Belleville, was in Toronto recently on business.

Joseph Whitehouse has made extensive improvements to his shoe repairing establishment in Langley, B.C.

J. J. Kilgour, of Kilgour, Rimer Co., Winnipeg, was in Montreal, Quebec and Toronto last week on business.

Wm. H. Marsh, representing the William A. Marsh Co., Limited, Montreal, was in Toronto lately on business.

Wm. F. Hessenauer, of J. Hessenauer & Son, shoe merchants, Berlin, was in Toronto last week on business.

W. J. Ashplant, of H. Ashplant & Sons, London, was in Montreal and Quebec during the past couple of weeks.

J. Scheuer, leather goods dealer, of New York, has been visiting the Canadian shoe trade during the past fortnight.

John Wiggins has resigned his position as foreman of No. 2 factory of Ames-Holden-McCready, Limited, Montreal.

Stefanos George, King street west, Toronto, has installed a 16-foot Goodyear shoe repair outfit with sticher.

Jas. Valentine, of Valentine & Martin, shoe manufacturers, Waterloo, Ont., was in Toronto on business recently.

H. R. Litz, representing Luc Routier, shoe manufacturer, Quebec, was in Toronto last week on business.

H. J. Cote, foreman of McKay room, No. 2 factory of Ames-Holden-McCready, Limited, Montreal, has resigned.

T. G. Sayer, late of Hastings, Ont., has opened a new store in Warkworth, Ont., and has installed a shoe department.

Messrs. Hall, Edmonton and Taylor, Calgary, buyers of the Hudson Bay Co., were in Montreal and Boston this week.

A charter has been granted to the Eureka Shoe Co., Limited, with headquarters in Montreal and a capital stock of \$20,000.

The retail shoe firm of Swan Bros., Montreal, has dissolved partnership and a new firm has been formed under the same name.

Francis Thompson, a shoemaker by trade and one of the oldest residents of Pembroke, passed away recently, aged 64 years.

The Aylmer Shoe Co., of Aylmer, and the Regal Shoe Company, Toronto, have installed model K inseamers for welts and turns.

A. L. Johnson, general sales manager of Ames-Holden-McCready, Limited, Montreal, was in Winnipeg on a business trip last week.

A. E. Marois, of Tourigny & Marois, shoe manufacturers, Quebec, spent a few days in Toronto last week calling upon the trade.

Hermon C. MacNiel, president of the Shoe City Novelty Co., of Lynn, is on a business trip among the shoe factories in Canada.

A. W. Dubois, representing Charles K. Fox, Haverhill, Mass., was in Toronto last week with a fine line of samples calling upon the trade.

Chas. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, was in Ottawa and other eastern points last week on a business trip.

E. A. Redding, formerly superintendent with J. M. Humphrey & Co., shoe manufacturers, St. John, is now with the Robert Taylor Co., Halifax.

N. R. Feltes, secretary-treasurer of Ames-Holden-McCready, Limited, Montreal, has returned from a visit to the West. Mr. Feltes went as far as Winnipeg.

Benj. Paine, who was at one time in the shoe business in Windsor, Ont., died recently. Twenty years ago he moved to Ridgetown, Ont., where he was engaged in the shoe line for some years. Of a rather retiring disposition, Mr. Paine

was well liked by his business associates. He was sixty-three years of age.

W. M. Angus, assistant general sales manager of Ames-Holden-McCready, Limited, Montreal, spent a few days in Toronto last week on business.

Samuel Trees & Co., Limited, Toronto, dealers in saddlery hardware, etc., have increased their capital stock of \$50,000 to the sum of \$200,000.

James Moore, city traveler for S. C. Cronk & Co., wholesale shoes, Toronto, who has been ill for the past few days, is able to be around again.

Morris Williams, of Ilderton, Ont., son of David Williams, formerly a shoemaker at Chesley, died of wounds received at the Battle of Langemarck.

E. Fitzgerald has accepted a position with J. & T. Bell, Limited, Montreal, succeeding A. O. Giroux, who recently resigned from the employ of the company.

Mr. Fauteaux, foreman of fitting room of J. & T. Bell, Limited, Montreal, has resigned to accept a position in No. 2 factory of Ames-Holden-McCready, Limited.

J. G. McDiarmid, Western Canada representative for the Cook-Fitzgerald Co., London, has returned to Toronto after spending several weeks in the Prairie Provinces.

Amos Matthews, for some time past superintendent of the No. 2 factory of the Ames-Holden-McCready factory, Montreal, has concluded his services with the company.

G. P. Stockton, who represents C. S. Hyman & Co., leather manufacturers, London, has returned from an extended business trip to Quebec and the Maritime Provinces.

Mr. Marcus, of Stoughton, Mass., representing the Panther Rubber Co., and R. E. Katz of Sherbrooke, Que., spent several days last week in Toronto calling upon the trade.

A firm of manufacturers' agents in St. Lucia who cover British Guiana, Trinidad and the Northern Islands, desire to correspond with Canadian manufacturers of boots and shoes.

William Butt, well known in shoe circles as a sole leather room foreman, recently resigned his position in that capacity with the J. W. Hewetson Co., Limited, of Brantford, Ont.

The findings trade has been advised by several companies manufacturing rubber heels, of a reduction amounting to about ten per cent. in dozen lots and a corresponding decrease in price in gross lots.

The Elmira Felt Co., Elmira, Ont., have installed the Rex pulling over and lasting system, which is giving splendid satisfaction. The Berlin Felt Boot Company has also installed the same system.

J. A. Scott, leather merchant, of Quebec, accompanied by W. A. Lane, his Montreal representative, spent a few days in Toronto last week on business, and was greeted by many friends in the trade.

Gordon Wadsworth, who covers territory from Winnipeg to the Coast for L. H. Packard & Co., Limited, has returned to Montreal. He states business conditions in the West seem to be improving.

John J. Tilt, of Toronto, western Canada representative of the Brandon Shoe Co., Brantford, Ont., has returned after an extended business trip throughout the Canadian west, going as far as the Coast.

Chas. Howe, formerly superintendent in a large shoe factory in Portsmouth, Ohio, has been appointed superintendent of No. 2 factory of Ames-Holden-McCready, Montreal, and has entered upon his new duties.

The Miner Rubber Co. have recently completed an addition to the factory at Granby. The new portion measures 100 x 70 feet and will enable the company to increase their service facilities to a great extent. All fall orders they

state will be shipped from Granby instead of from Montreal, as heretofore.

The St. Hyacinthe Soft Sole Shoe Co., St. Hyacinthe, Que., have just completed the installation of a complete line of U. S. M. Co. machinery for the manufacture of infants' regular staple lines in leather footwear.

Donald Ross, shoemaker, of Truro, N.S., passed away recently. He was 67 years of age, and the end came rather suddenly. Mr. Ross leaves a wife and three children, and was an honest, industrious, kind-hearted citizen.

Fred Adams, of Brantford, has been appointed manager of the Berlin store of John Agnew, Limited, succeeding F. Leonard Smith, who is promoted to the management of the new branch opened this week in London.

The many friends of Howard Cobb, who is connected with John McIntyre, Montreal, are sympathizing with him in the loss of his mother, who died last week in Montreal and was buried at the family home in New England.

A handsomely carved reredos has been presented to St. Simon's Church, Toronto, by Wm. G. Parsons, of C. Parsons & Son, leather dealers, Toronto, in memory of his

DEATH CALLED N. W. CREECH

One of Brantford's best known young business men passed away unexpectedly on May 22nd, after a brief illness, in the person of Norman W. Creech, death occurring at the family residence, 58 Palmerston avenue. He was taken ill on May 18th with pneumonia, and though all that medical aid could do was done, he sank rapidly and expired four days later. Norman W. Creech was born in Exeter in 1879, thus being 36 years of age. He was connected with the Brandon Shoe Co., as secretary-treasurer, joining the



company in July, 1911. He was also financial secretary of Brant Avenue Methodist Church, and president of the Dufferin Bowling Club. Deceased was also a member of Doric Lodge A. F. and A. M., and was honored in death by fellow-craftsmen, who officiated at the obsequies on May 24th, which were largely attended. The funeral cortege was one of the largest ever seen in Brantford, members of Doric Lodge A. F. and A. M. and sister lodges turning out in Masonic regalia and marching in a body to the cemetery. The late Mr. Creech was a highly respected young business man and his death is keenly felt among his many friends.

wife. The reredos was unveiled on Sunday, May 30th, at a special ceremony conducted by Rural Dean Cayley.

J. E. Fawkes, shoe dealer, of Paris, Ont., has assigned to J. P. Langley & Co., Toronto. The stock and fixtures, valued at \$7,500, will be sold by auction on June 9th by Suckling & Co., 76 Wellington street west, Toronto.

R. W. Lautenschlager, who has been on the staff of the Merchants Rubber Co., Berlin, Ont., for some years, has been appointed assistant manager, succeeding the late Andrew A. Voelker. He has entered upon his new duties.

The stock of W. E. Sinclair, shoe retailer, of New Westminster, who passed away a few weeks ago, was sold to A. S. Sinclair, at 59c. on the dollar, the terms being \$2,000 cash and the balance in one, two and three months.

Dunbar Leighton, secretary of the Montreal Association of Superintendents and Foremen, who for some time past has been employed by the Slater Shoe Co., as foreman in the cutting room, has concluded his services with the company.

William Wilson, who was for many years employed as a foreman at Taylor's shoe factory, Halifax, died recently at South Essex, Mass. Until a short time ago he had been employed with the United Shoe Machinery Co., at Beverley, Mass.

Charles Thompson, who was for several years with the Brantford Roofing Co., has been appointed secretary-treasurer of the Brandon Shoe Co., Brantford, succeeding the late N. W. Creech. He has entered upon his new duties.

A number of shoe repair establishments in Toronto have announced that their shops will be closed every Wednesday afternoon during June, July and August, and some

proprietors are considering closing a half day each week the year round.

The Galt Shoe Manufacturing Co., Galt, have installed a new model D rapid hand method folding machine, for use in cloth top work. This machine folds any fabric without stretching the stock, and was installed by the United Shoe Machinery Company.

Frank Walker, the enterprising manager of the shoe department of "Brown's Limited," Portage la Prairie, Man., was married recently to Miss Annie Drummond, of Minnedosa. Mr. and Mrs. Walker have taken up their residence in Portage la Prairie.

A. J. Irvine has opened the Yale shoe store at 1005 First avenue west, Calgary, and installed a complete stock. Mr. Irvine was formerly in the shoe department of the Hudson Bay Co., Winnipeg, and on the staff of the Regal shoe store in that city.

Alfred W. Donovan made his first speech after an illness of fourteen weeks, at the annual meeting of the Brockton Chamber of Commerce. Mr. Donovan is a member of the E. T. Wright Co., of Rockland, and a brother of E. E. Donovan, of St. Thomas, Ont.

Additional Ideal clicking machines have been installed in the factory of Lachance & Tanguay, Quebec, within the past couple of weeks. This factory is now equipped with this type, and it is stated that other Quebec plants are also installing new clicking machines.

W. H. Jardine, of Toronto, who was for several years one of the Western Canada representatives of the W. B. Hamilton Shoe Co., has joined the traveling staff of the Blachford Shoe Manufacturing Co., Toronto, and will look after their interests in Eastern Ontario.

Herbert W. Gilhooley, shoe retailer, of Brockville, Ont., was married this week to Miss Margaret, only daughter of the late Albert Abbott, of Brockville. The many friends of Mr. Gilhooley, who is one of the most popular shoe merchants in eastern Ontario, will extend congratulations.

Max Singer, who formerly operated a shoe establishment on St. Catherine street east, Montreal, has bought out the shoe business of Ronayne Bros., corner Notre Dame and Inspector streets, and is now operating it as the Singer Fit-Rite Shoe Company. The premises are large and well stocked.

Lion Polish Co., Limited, with headquarters in Toronto, have been granted a charter. The capital stock is \$40,000. The company manufacture all kinds of shoe polishes, dressings and dyes—their place of business being 525 King street west, and their goods being known as the "Lion" brand.

The Federal Rubber Manufacturing Co., of Illinois, has been granted a license to do business in Ontario and buy, sell and deal in all kinds of rubber goods, and to transact a general manufacturing and jobbing business, providing no larger amount of capital than \$10,000 is expended in the province.

Two new colors are displayed among women's shoes. Colored kid for immediate orders appears just now to be having a large call, both in button and lace. The new colors are quaker grey and forest fawn, and when an entire shoe is made of these, in kid or combined with patent, the model is an effective one.

E. A. Chalk, of Toronto, the widely known shoe traveler, who has been laid up for four weeks owing to blood poisoning in his right arm, caused by his dog biting one of his fingers, is able to resume his duties on the North shore in the interest of the Kaufman Rubber Co., Drummond Shoe and St. Henri Shoe Co.

Geo. P. Graham, who entered the employ of the Maple Leaf Rubber Co. in 1909, as office assistant, passed away



JOSEPH MANTELL, VETERAN SHOEMAKER, AT WORK IN HIS GARDEN, 69 HERBERT AVE., TORONTO. HE HAS JUST PASSED HIS 105TH BIRTHDAY

recently. He had been in poor health for some months and it was found necessary for him to retire. His funeral from St. John's Anglican Church, Port Dalhousie, was largely attended, and many beautiful floral tributes were received, including tokens from the staff of the Maple Leaf Rubber factory.

Included in the list of the King's birthday honors is Sir Herbert Ames, M.P. for St. Antoine, Montreal, who is honorary secretary of the Canadian Patriotic Fund. Mr. Ames has always been closely connected with Canada's commercial and public affairs, and is a director of the Ames-Holden-McCready, Limited, shoe manufacturers, Montreal.

Wholesale firms report a good demand for all kinds of tennis and outing footwear. The general lines of shoes are moving fairly well, but the recent cool spell interfered somewhat with the retail sale of summer foot toggery. It is expected, with the advent of warmer weather, that there will be a lively requisition for all kinds of white shoes and more particularly for black and white effects.

W. G. Fallen, of Galt, one of the western Canada representatives of Getty & Scott, Limited, has returned after a most successful business trip throughout the Prairie provinces. Mr. Fallen recently paid a visit to the Panama Pacific Exposition at San Francisco. H. Leckie, who looks after several towns in Alberta, Saskatchewan and Manitoba, in the interests of Getty & Scott, has also returned to the east.

A. R. Angus, of Ames-Holden-McCready, Limited, Montreal, who returned recently from spending several months in England and France in the interest of the Canadian Shoe Exporters' Association, has been appointed to a new office in connection with the company and is now assistant manufacturing manager. He has entered upon his new duties.

The Woelfle Shoe Co., Limited, Berlin, report business as good and during the past six weeks the factory has been working over-time in order to keep up with the business in hand. Not one employee has been laid off since the war. The company will this month get their new samples for spring under way. They contemplate adding new lines in colonials and slippers, and will install several new lasts in their regular range of high cuts.

A charter has been granted to the Natural Tread Shoes, Limited, with headquarters in Toronto. The capital stock is \$40,000, and among the incorporators are Vernon E. Taplin and Dr. Chas. S. Wright, of Toronto. The company is empowered to manufacture, buy, sell and deal in boots and shoes and other articles of wearing apparel, and also to operate as an adjunct to the foregoing, chiropodist and masseuse parlors and shoe shine parlors.

The Ontario Shoe Manufacturers' Association, who were not successful in getting the order for a million pairs from the English Government, and received a cable a few days ago saying their sample had arrived too late, have received word that there is a chance of getting a French order for army shoes. It may be stated that the sample was mailed May 1st and reached England on May 18th. Evidently the Old Country authorities were in a hurry and could not wait for the sample.

Local Union, No. 1033, of the Retail Clerks International Protective Association, has been formed in Hamilton and is growing rapidly. It is confined generally to the shoe clerks of the Ambitious City, but an effort will be made to thoroughly organize those employed in clothing, dry goods, and other stores. The clerks Union will endeavor to effect the six o'clock closing of all shoe stores, and an appeal will be made to the public to do their shopping during the day time. The following officers have been

elected: President, C. E. MacFarlane; first vice-president, R. J. McPhail; second vice-president, S. Spence; corresponding financial secretary, W. Smith; recording secretary, S. Saunders; treasurer, T. W. Watson; guide, W. Walters; guardian, W. R. Smees.

A. Newman has opened a bright new shoe store at 191 Barrington street, Halifax. The interior has been remodelled and handsomely finished in white and green. There are separate fitting departments. Special attention has been paid to the lighting of the shop and several high power white lights have been installed which will illuminate the store in a blaze of light. Recently the doors were thrown open and a handsome carnation given to each visitor.

The Granby Rubber Co., Limited, recently purchased the Dominion Last Works at Quebec, formerly owned by Mr. C. M. Hodgkins. They have considerably enlarged their last manufacturing plant at Granby, and are now out looking for business in the leather last line. Mr. Fogerty, their superintendent, is a practical last manufacturer with many years experience, and in addition to this the services of Mr. C. M. Hodgkins are retained. They now have a full equipment for the manufacture of lasts for leather work and are already obtaining large orders from the leading shoe manufacturers.

A leading manufacturer tells a humorous story of a western Canada shoe traveler. The fellow had started out, and shortly after leaving Winnipeg, wired the firm for \$100 expense money. The next day, he wired for another \$100, which, like the first, was promptly forwarded. Rather startling, therefore, was a message received on the third day, requesting the despatch of another \$100, which, needless to relate, was not sent, but instead, there went forth an angrily worded telegram from the shoe manufacturers, to the effect "What means all this demand for money? Wire explanation." Ready was the reply, "No explanation—Intoxication."

The SHOE AND LEATHER JOURNAL has received the latest copy of American Shoe Making Directory, which is the "red



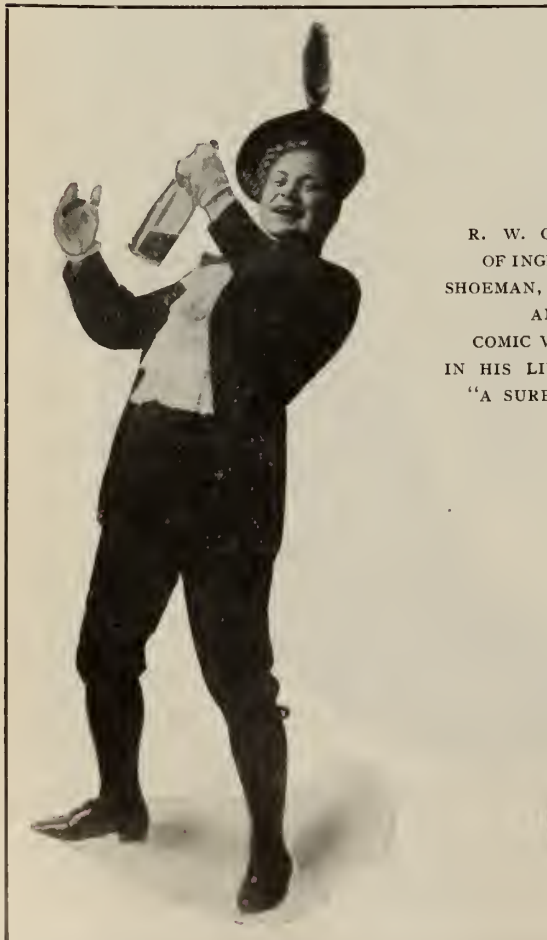
THE NEW ARMY SHOE

For Canadian soldiers, contracts for 60,000 pairs being awarded recently. The shoe has a steel horse-shoe plate on the heel, is loose-nailed at the toe and shank, and is made of 6 ounce heavy chrome tan winter calf, with 7 gauge middle sole and 10 gauge oak outsole.

book" list of shoe manufacturers, and is issued by Rogers & Atwood Publishing Co., 683 Atlantic avenue, Boston, Mass. The directory, which is of vest pocket size, contains a complete list of shoe manufacturers of Canada and United States, factory location, kind of shoes made, average daily output, names of superintendents and buyers, the trades sold, etc. All this interesting and valuable data is conveniently arranged and the publishers report that each year the directory is enjoying a constantly increasing sale, which attests the accuracy and thoroughness of its contents.

For fall wear a manufacturer of women's shoes, who has recently visited all the style centres and has devoted close attention to the varied tendencies of fashion, declares that in the better class goods, it will be a black season, and that the leading leathers will be patent, gunmetal and black kid, with dark cloth toppings. This is in keeping with the spirit of mourning, which is now prevalent in many a Canadian home, owing to the death of loved ones at the front. On some shoes, the general sombre appearance will be relieved by little touches of white or white piping, but gunmetal, bright calf and kid leathers, all in dark shades, with fairly pointed toes and medium vamps, will have the largest requisition in the higher class of retail trade.

The ratepayers of Preston will in the near future vote on a by-law to grant \$25,000 to the Hurlbut Shoe Co., repayable in fifteen annual instalments, bearing 5½ per cent. interest. The company agrees to build an entire new plant of 15,000 square feet floor space, to install the machinery of their present factory, valued at \$10,000 together with additional new machinery costing \$10,000, and gives as security to the town a mortgage on the entire plant. The company further agrees to pay not less than \$35,000 in wages in any



R. W. G. BLOOR
OF INGERSOLL,
SHOEMAN, ALDERMAN
AND
COMIC VOCALIST
IN HIS LIVELY SONG
"A SURE CURE"

year during the fifteen years of the agreement and also to pay taxes on a fixed assessment, local improvements and school taxes. The company, which began operations a few years ago with twenty-five hands, now gives steady employment to one hundred.

NEVER MEETS CUT-PRICE COMPETITION

Shoe retailers who are troubled by cut-price competition may find some encouragement in remarks made by a man who sells leather to shoe manufacturers:

"I never try to meet cut-price competition," said he. "I refuse to bid on orders when I know that firms who have a reputation for cutting prices are bidding against me. It took a lot of courage to make up my mind to do this. But I have found that it pays. It saves me the effort and the worry to grade down my goods, a task which is almost hopeless against a habitual price cutter, because he will invariably beat me, even if he skins his goods to the limit. The effort that I save I put into maintaining the quality of my goods, and spreading out my sales field. I have found that old customers who departed from me, being tempted away by the cut-prices of my competitors, have invariably returned to me, apologetically, and willing to pay my prices. So I am confident that the best way to meet cut-price competition is to avoid it, and to give one's undivided attention to the maintenance of his own standards."

SELECT SHOE NAME AND WIN \$25

\$25.00 for a new trade mark name for a shoe. Would you like to earn this sum easily? Why not capitalize your ideas? Any one connected with the retail shoe business has a splendid opportunity of doing so, by sending in suggestions to Getty & Scott, Limited, makers of the nationally-known "Classic" shoes, Galt. This firm desire an appropriate name for a new line of high and medium grade women's, misses' and children's welts, turns and McKays, and each competitor is allowed to send in three selections. Here is a chance for every shoe merchant, buyer, manager, or clerk, to win a valuable prize, if he has in mind any bright, catchy title for a new brand of footwear. All suggestions should be sent to Getty & Scott, Limited, Galt, Ont., not later than July 15th. Everyone connected in any way with a retail shoe store is welcome to enter the contest, and no conditions are imposed other than limiting the number of suggestions to three. Send in your names. See full announcement on next page.

HOW SHOEMEN USE TELEPHONE BOOK

To the shoe merchant in the large town or city, who desires to secure a special mailing list and to cater to the better class of trade, there is probably no more ready reference than the telephone book. Many householders in towns and cities wonder how it is that they now and then receive a neatly printed pamphlet, a seasonably worded letter, illustrated announcement, or some other reminder, from certain business places where they possibly are not known and have never traded. The missive comes by post and the name and address are correctly written or typed. This is easily explained, as the proprietor has carefully gone through the telephone book and eliminating the boarding

FACTORY TO LET—In Levis, near Quebec, building 22,000 feet flooring, 4 storeys, with electrical wiring for light and power, shafts, hoist, steam heating apparatus, transportation facilities at the door, no taxes and ample skilled help on hand. Address, C. Blouin, St. George street, Levis, Que.

\$25.00 ——— PRIZE ——— \$25.00

FOR A TRADE MARK NAME

for a line of women's, misses' and children's shoes, in welts, turns and McKays

OPEN TO EVERYBODY

interested in the retail shoe business. This name will be for a high and medium grade of footwear, and must apply to all the ranges above stated.

Every competitor will be allowed to send in three names.

Competition will close on July 15th.

Mail all suggestions to

GETTY & SCOTT, Limited, Galt, Ontario

Makers of the Nationally Renowned "CLASSIC" Shoes

P.S.—The name of the new line of shoes and also of the prize winner will appear in the Shoe and Leather Journal of August 1st.

house and business institutions, has trade appealing communications posted to the private houses. This method was followed by a Canadian shoeman, who opened out recently in a large city, and with very good results. He said that the telephone list contained the names of such people as he desired to reach. Most of the residents who have a telephone in their house, if not wealthy, are at least well-to-do, and the classification is thus as complete as it is possible to be, and by making use of such names, a large amount of waste is eliminated. Two or three retailers in other cities have recently written to the SHOE AND LEATHER JOURNAL stating that they have found such means of securing names in every way satisfactory. Another advantage is that the telephone book is issued three or four times a year and the list of names is carefully revised, while the street addresses are brought up to date. This makes the collection accurate and reliable.

THE WEAR OF AN ARMY SHOE

There is always a probability of difficulty when shoes for soldiers are made in one country to be worn in another. There is no such thing as a universal standard. The British army clings to the heavy hobnailed footgear that according to American ideas will wear out the soldiers. The standard army shoe of the United States is a Goodyear welt, not unlike what is worn by the average business man. It will readily be seen that army boots made on anything like the system employed in this country would not find favor in Europe, says the Shoe Retailer.

United States Army officials have no definite data as to how long a pair of shoes should last upon the feet of a soldier, but the quartermasters say that the average life of a shoe in war time does not exceed thirty days.

The wearing quality of upper leather is also a moot question. There is no way in which a standard can be established. Acid perspiration from the feet is greatly destructive of upper stock. In some instances the linings will begin to disintegrate in a week while there are persons who wear out a pair of shoes without even discoloring the linings. There are men who break their shoes across the ball in a few weeks' time almost without regard to the quality, price or make of the footgear. Then again some persons can wear low cost shoes for a year before even getting them soled.

Many elements enter into the wear of shoes. They are subjected to a strain which differs with the gait and habits of the wearer. The average tensile strength of the linen thread used to sew soles to uppers is over one hundred pounds. If one were to count the number of stitches and multiply by one hundred it would be found that the combined tensile strength of the threads holding the sole to the upper amounts to more than a ton. As a matter of fact the tensile breaking strength of the thread or any other part of a shoe is no actual criterion. The real test is in the severe friction, the twisting, torsional wear which varies with the individual, his vocation and peculiarities of gait.

GREAT HELP IN MANY WAYS

Enclosed please find postal note for \$1.00. I hope you will pardon me for keeping you waiting so long for this small amount, but I forgot it. I enjoy the Shoe and Leather Journal very much and find it a great help in many ways. Wishing you success.

Yours truly,
Gananoque, Ont.

M. D. WALSH.

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., 163½ Church St.
 Toronto, Ont. M5484.

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

Aird McKays and Turns

Jobbers find that the Aird samples always contain the latest models, and they know that the shoes are made with a care that bespeaks expert shoemaking—the result is that every order which leaves the factory gives entire satisfaction.

Jobbers' Inquiries Solicited

AIRD & SON - MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

"BLACK EYE" IN SHOE BUSINESS

A big shoe merchant of New York tells of what he calls a piece of bone-headed business of which he was guilty, and uses the story to emphasize his contention that there is no such thing as "regular value" as far as shoes are concerned.

Through years of careful watching he had built up a reputation on shoes at \$5. People who bought came back for more, and the business grew splendidly.

About four years ago market conditions changed so much that it became necessary to readjust things. The shoes could no longer be sold profitably for \$5.

He debated between raising the price to \$5.25 or \$5.50 and the other alternative of making the shoes meet the established \$5 price.

Price won, and the line was cheapened sufficiently to meet changed market conditions.

The answer is that his \$5 shoe trade is getting to be more of a memory than anything else. His \$5 shoes are no longer occupying the high place in the minds of his customers that they did, and the customers are not nearly as numerous as they once were. He wishes, now that it is too late, that he had kept the standard up and let the price adjust itself. You can't fool all the people all the time.

More and more merchants are being impressed with the fact that the "short cuts" hitherto so commonly employed in getting business are dangerous, and that, while it is true that "the quality is remembered long after the price is forgotten" it is also true that it is as important to maintain a standard as it is to create one, and that a black eye is more noticeable than a smile of satisfaction.

FOUNDED 1816

G A L T

INCORPORATED 1915

**F. S. SCOTT, M.P.**

Mayor of Galt for two years. President of Getty & Scott, Limited, one of its most progressive and staunchest industries.

Hail!

to Canada's
Maiden City
GALT.

The home of
the famous

"CLASSIC"
SHOES

Canada's leading
line of Footwear
for Women and
Children.

**WM. CHAMBERLAIN**

Secretary-Treasurer of Getty & Scott, Limited. Designer and constructor of the nationally known "CLASSIC" Shoes.



- ¶ One of the leading and busiest enterprises in Canada to-day, and one of the manufacturing institutions of which the "Maiden City" of the fair Dominion is pardonably proud, is the great shoe factory of Getty & Scott, where "Classic" Shoes are produced.
- ¶ Great as have been the growth and expansion of Galt during the past few years, the development and extension of the home of "CLASSIC" Shoes and the highly favorable reception they have met with in every quarter of the Dominion, are still more wonderful. The men behind this enterprise have been active and aggressive in placing Galt and "CLASSIC" Shoes on the "shoe map."
- ¶ Three thousand pairs a day is the output of the "CLASSIC" Shoe factory, which is the largest industry in Galt. The women of Canada want smart styles in footwear—creations that are fascinating and distinctive. The "CLASSIC" Shoe factory is headquarters for the production of seasonable novelties in women's footwear, such as all retailers can sell with a satisfactory profit.

GETTY & SCOTT, LIMITED
GALT, ONTARIO

STITCHDOWN SANDALS
MADE IN CANADA



Th. Mayer
"Trade Mark"

Made to wear
Goodyear
Stitched
Staple Reinforced
Your best guarantee for non-ripping

OUTDOOR SPORTING
SHOES - INQUIRE
FOR PRICES.

Th. Mayer, 734-736 St. Paul St., Montreal



Satisfaction Guaranteed

by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers



**BOX
TOES**

We make all
grades, sizes and
styles of Toes from
the best stock.

Our Heel Depart-
ment is also equip-
ped to give you
splendid service.

Send for samples.

We buy all Offal for cash.

Independent Box Toe Co., 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



Solid Leather
Flexible
Squeakless
Stocked for Instant
Shipment

A LINE of Women's fine McKays at popular prices made on seven good fitting lasts and in fifty smart styles. Foot comfort is assured by the GRACIA and without any sacrifice of the neatness that women desire in their footwear.

MADE ONLY BY

The
W. E. Woelfle Shoe Co.
BERLIN, ONTARIO

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| Central Ontario | - - - - - V. L. HOLMES | |
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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

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.



"Made-in-Canada"

F. BLOUIN, REG.
CORNER OF COLOMB AND NELSON STREETS : QUEBEC

THE Robson Leather Co.

LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

If

you want the best material and workmanship ask for



No. 14—10 in. leg

John Bull Larrigans and Leggins

Made by

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

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

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

Branch: 54 South Street, BOSTON, MASS.

“KHAKI”

Colored Glove Horsehide

This new soft green color is now added to our regular line and Khaki Horsehide has all the desirable qualities which have made P. & V. Glove Horsehide so well known.

Samples on request

PFISTER & VOGEL CO.
85-87 South Street = = Boston, Mass.

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WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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



THE
AHRENS
SHOE



**OUR MAIL-ORDER DEPARTMENT
CAN GIVE YOU
QUICK SERVICE AND SATISFACTION**

We have in stock at all times ready for shipment at a moment's notice over eighty different lines and assorted stocks of Men's, Boys', Youths', Women's, Misses', Gents', Girls' and Children's Shoes in McKay, McKay Welt, Standard Screw, or Rivet. Write for our stock sheet.



Every shoe stamped with our name we guarantee to be made of solid leather and to have the same high grade workmanship and quality which has made them famous for over twenty years.

See our traveler before ordering your staple lines

Charles A.
AHRENS
limited
BERLIN, ONT
Manufacturers of
Solid Leather Shoes



This country recognizes three grades of truth

- the truth
- the whole truth
- nothing but the truth

"The Truth" by itself may

be false because of what it leaves unsaid, or because while technically correct it is designed to mislead.

"The whole truth" may be ineffective because it leaves one asking—"Well, what are you going to do about it?"

"Nothing but the truth" involves a grasp and expression of right fundamentals, rounded knowledge, fair play—an irresistible appeal.

In Chicago from June 20th to 24th there will be a convention of The Associated Advertising Clubs of the World. The standard under which this convention assembles is

"Nothing but the Truth in Advertising"

This is not a sentimental standard. It is a commercial standard maintained by the contact of idealists, enthusiasts, and hard heads.

It is the only standard under which the annual expenditure of \$600,000,000 for advertising can be made to pay. It is the standard under which 2,000 people met last June in Toronto, and before that, in Baltimore, Dallas, Boston.

It is the standard under which every reader of newspapers, magazines, outdoor signs, booklets, novelties—the printed or painted advertising message—has come to believe what he reads.

You are Invited to Attend

No adult in this country but uses or is affected by advertising. The convention in Chicago will give you ideas for application to your own business and your own life. You will come in contact with the discoverers and pioneers in the development of the economic force of advertising—a force which will grow with your support as you will grow by contact with it and its workers.

For special information address CONVENTION COMMITTEE, Advertising Association of Chicago, Advertising Building, 123 Madison Street, CHICAGO.

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BARRIE TANNING COMPANY

MANUFACTURERS OF LIMITED

STAPLE AND FANCY LEATHERS

RUSSET SIDES AND SPECIALTIES

BAG
CASE
TRUNK
STRAP

LEATHERS

BRIDLE
COLLAR
SPLITS
BOOKBINDERS

HIDES ALL SPECIALLY SELECTED

UTMOST ECONOMY IN CUTTING

FACTORY & HEAD OFFICE **BARRIE, ONT.**

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



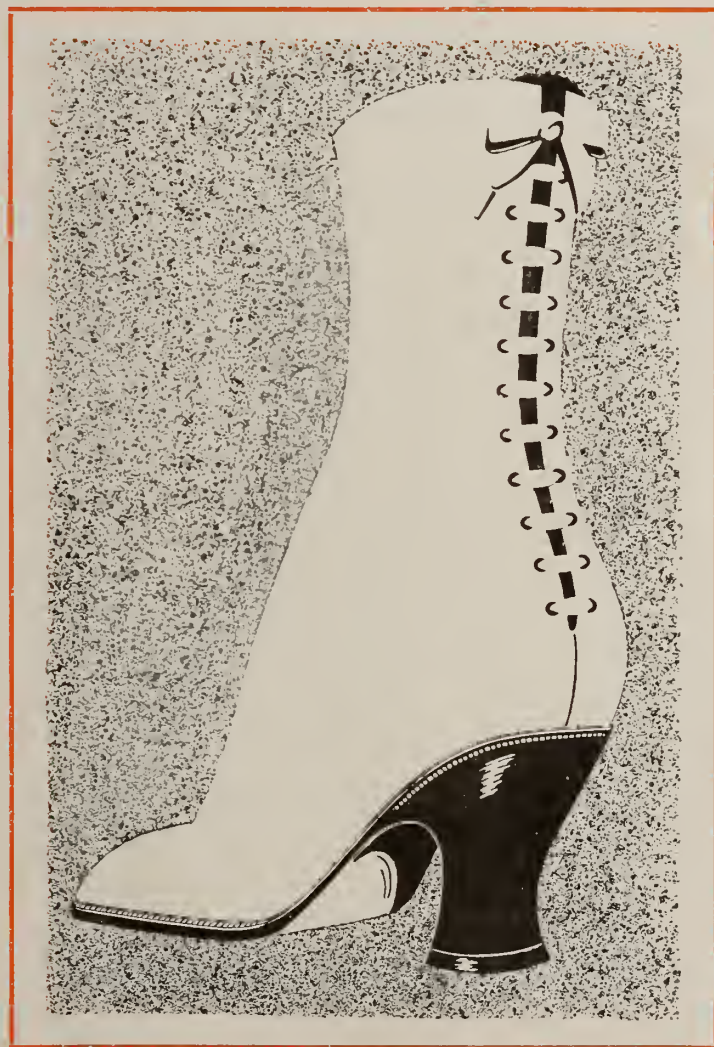
THE
Smardon
SHOE

Established 1888

JUNE 15, 1915

Published Twice-a-Month

THE SHOE & LEATHER JOURNAL



ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Goodyear Welts
For Women

IN HIGH CUTS

To Retail at \$4.00

Pumps
Colonials
Oxfords

To Retail at \$3.50

A Clear Cut, Snappy, Profitable Line,
well worthy of your consideration.

The "Virginia" Shoe

PERTH SHOE CO.
LIMITED

Manufacturers

Perth 33 Ontario



“*Ritchie Service*”

“The
Ritchie
Shoe”

Our New Spring Samples are now ready for your inspection and contain a larger variety of styles than ever before.

Besides our strong line of Men's Welts we have added to and improved greatly our Women's lines on which the sale is increasing tremendously.

The
John Ritchie Company
Limited
Quebec

“The Largest exclusive Goodyear
Welt manufacturers in Canada”

Great Activity Noticeable In Sporting Shoes



Reports from various parts of the country would indicate that sporting shoes are having an unusually strong call this year.

Our representatives are finding the demand very active for the various lines comprised in

“Royal” and “Bull Dog” Sporting Shoes

This is doubtless due to the great popularity these lines have achieved, by reason of their superior qualities, both as regards appearance and wear.

The dealer who handles “ROYAL” and “BULL DOG” Sporting Shoes is exercising the best of good judgment by so doing, and will receive the proof of this in the form of increased profits and prestige.

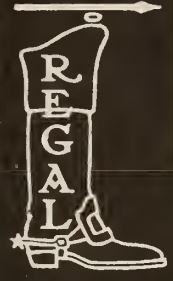
Order Your Assorting Needs From Firms in This List—

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.
The 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



REGAL SHOES



Does a Regal Shoe
Like This Interest You
at \$3.50?



CANADIAN STYLE 1515
Black Calf Blucher

Costs \$3.50

Also in Patent Leather and Button Style
in Black Calf

This shoe is only one of 35 distinct styles always In Stock. It is a popular last that is making money for live retailers all over Canada. Write for our Agency in your town if there is no Regal dealer there.

IN-STOCK DEPARTMENT

REGAL SHOE CO., LIMITED

102 Atlantic Avenue

Toronto, Ont.

A Good Year for
GOODYEAR
WELTS



“PARIS” MODEL

Remember the story which made Ellis Parker Butler famous—“Pigs is Pigs.” His contention is indicated by the title.

“Shoes is Shoes” the unthinking retailer may say. But the successful merchant knows that high grade, perfect-fitting shoes are made only by manufacturers, who, like J. and T. Bell, have years of experience, trained workmen, access to the world’s markets, capital, and infinite desire and capacity to make the saleable kind of footwear.

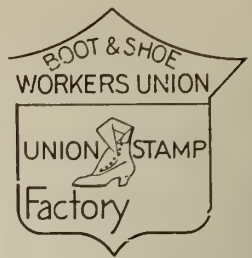
J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe
“The Easiest Shoe on Earth.”



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

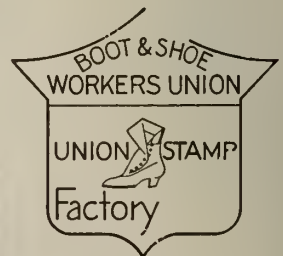
Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINES
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 shop worn 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 to-day.

AMES-HOLDEN-McCREADY LIMITED

MONTREAL ST. JOHN TORONTO WINNIPEG
EDMONTON VANCOUVER





Sole Leather, Sorting and Shipping Warehouses, at Berlin, Ont.

DEPENDABLE SOLE LEATHER

OAK - "Trent Valley"

HEMLOCK "Penetang" and "Eagle."

TAP SOLES

THE BREITHAULT LEATHER CO., LIMITED
BERLIN - ONTARIO

Aird McKays and Turns

Jobbers find that the Aird samples always contain the latest models, and they know that the shoes are made with a care that bespeaks expert shoemaking—the result is that every order which leaves the factory gives entire satisfaction.

Jobbers' Inquiries Solicited

AIRD & SON - MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

Tetrault
Always Has It First

Tetrault's Right There

Spring Samples Now Ready

and at War Prices

We have been the busiest factory making Men's Goodyear Welts in Canada for the past two years, running

At Full Capacity

most of the time and at the quietest period in the trade turning out never less than 75% of our capacity.

The Reasons for Our Success

1st—**Tetrault Finish** which is a guarantee of superior workmanship.

2nd—**Tetrault Delivery System** which is as near perfect as it is humanly possible for it to be.

3rd—**Tetrault Always Has It First.** We are at all times on the alert for latest styles.

Tetrault Shoe Mfg. Co.

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE
331 Demontigny St. East :- Montreal

Columbia Counter Company

349 Congress Street Boston, Massachusetts

GUARANTEE

WE HEREBY GUARANTEE to pay the full cost of all shoes returned to us in which it is shown that by actual wear our Columbia Fibre Counters have literally broken or worn out and have failed to outwear the original shoe. THIS GUARANTEE does not cover claims where the counters still remain intact, though bent out of shape through causes other than actual wear.

COLUMBIA COUNTER COMPANY

By.....
Treasurer



*The
Backbone
of
the Shoe*

THE business of a counter is to stand up. It is to the shoe what the spine is to the body: Everything depends upon it.

When the counter fails to perform its required function, the shoe loses its usefulness, becomes unshapely, wears out easily, and speedily finds itself discarded.

Columbia Counters *stand up*. They have to. We guarantee them to do so. We shall be glad to give you every opportunity to verify the strong claims we make.

A post card to our Canadian branch will promptly bring our representative to your factory.

Columbia Counter Company

347-349 Congress St. BOSTON, MASS.

CANADIAN REPRESENTATIVE
MONTREAL

G. T. TRUDEAU, 365 Ontario Street East

SAN FRANCISCO—N. W. & A. L. Freidman, 717 Market St.
CINCINNATI—Geo. H. Mugavin Co. . . . 117 Sycamore St.
AUSTRALIA—H. J. Herbert & Co. . . . 9 Hamilton St., Sydney
CUBA—Pedro Gomez Cueto Co. . . . Teniente Rey 19, Havana
PHILADELPHIA—Granville S. Brotherton, Burlington, N.J.
ST. LOUIS—Patton-Korndoerfer Leather Co., 16th & Locust St.
ENGLAND—Albert Pemberton & Co., 17 Belvoir St., Leicester
BUENOS AIRES—American Representations Co., Taeguari, 1158
NEW YORK OFFICE, 127 DUANE STREET

We Specialize on

GALLOON BINDINGS, TASSELS AND TRIMMINGS

for Baby Shoes



Established
in

1900

Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)

Lincoln St., Boston, U.S.A. Everett

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

NEW SPRING SAMPLES READY

ON JULY 1st

They will be neater and more attractive than ever, embracing the latest models in both low and high cuts.

WE SPECIALIZE EXCLUSIVELY

in women's high grade McKays—lace and button, pumps and slippers, on the most comfortable and stylish lasts. It will be worth your while to inspect our splendid range for Spring—lines that sell well, look well, and wear well.

**FOR THE
WHOLESALE TRADE ONLY**



S. H. PARKER

Manager and Secretary-Treasurer

Solid Leather Shoe Co., Limited

PRESTON - - ONTARIO

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited
NEWMARKET ONTARIO



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



Now is the time
to show

FLEET FOOT

SHOES
in your window

—
This
Attractive Display
was furnished
FREE
with your Placing
Order

—
Now is the time
to show it!



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

Published Twice a Month

Vol. XXVIII. No. 10

TORONTO, JUNE 15, 1915

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How Retail Merchants Can Keep the Trade at Home

If They Cannot Succeed in Doing This at Least Measurably They are not Living up to Their Opportunities—Some Valuable Suggestions and Pointed Truths That Should be Assimilated by Every Business Man

By H. H. GAETZ, Red Deer, Alta.

To keep trade at home, just as near home as ever we can, not only within our own community but within our own doors, is our chief aim. If we cannot succeed in this at least measurably we'll not be retail merchants very long or have any home at all to keep trade at.

There is much difference of opinion as to how this desirable end is to be accomplished. If we were as strongly organized as the manufacturers of Canada are, for instance, and had plenty of funds, we might set about, with the help of beneficent governments, to surround our interests with abundant protection of various kinds on the specious plea that it were vastly in the interests of the people at large, and especially the politically adored agriculturist, that we should be protected against outside competition. This should not be a difficult task, for all the arguments which have been used so successfully in favor of protection within the larger area apply with at least equal force within the more restricted boundaries.

As these principles are apparently accepted by both of our great political parties as the very plan of economic salvation it seems to me you ought to consider whether or not you are wise in neglecting so great an opportunity. Why should the retail merchant who is so valuable a member of every community and furnishes so much local employment, and such an excellent home market for farmers' products, have his infant enterprise crushed by larger and more solidly established concerns in other communities? What will become of the butter and eggs, poultry and vegetables, fresh milk and pigs' feet now marketed with the local dealer by the competition of foreign concerns in Calgary, Winnipeg, Toronto, etc., who are always slaughtering their contemptible wares on the local markets.

Invoking Loyalty of the People

What does all this mean? Simply that certain organizations of manufacturers and wholesalers both in Canada and elsewhere are employing various forms of appeal to every worthy sentiment we possess to induce us to buy at home, i.e., at their home. Our human sympathy, our attachment to home and family, our interest in the comfort and welfare of those nearest and dearest to us, even loyalty to our homeland and the Empire are invoked in this campaign. Speaking of loyalty, when my loyalty to my Western home is appealed to as against Canada, and of Canada as against the Empire, and of the Empire against the human brotherhood I feel that noble sentiment getting strangely twisted and as though my most sacred feelings were being spun into a cord wherewith I might be led contrary to my will and judgment. I would like to think that the authors of a recent striking, pathetic poster,

really believed that the cause of the present depression was the buying of foreign made goods, which by the way must have been cheaper or better than Canadian made goods or they would not have been bought, and in the purchase of which the vast needs of the national exchequer were being provided. Being a lover of my kind, I say I would like to credit these people with such humane sentiments—for I prefer a fool any day to a knave—but when such a demand is made upon my credulity I find it necessary to mark the draft N. S. F. and return it to the maker. And likewise with regard to any of these appeals which attempt to play upon my sentiments in the interests of another fellow's bank balance I resent them. It is an insult to my intelligence and to my sentiments that any man should so appeal to me for his personal gain. You are not to understand from this that I condemn patriotism, by no means. Rather do I exalt it. But loyalty, whether to the nation or the community to which we belong should manifest itself in sacrifice not in exploitation.

The Business of the Merchant

Moreover to invoke the sentiment of loyalty to a political unit on behalf of commercial affairs is about as fitting as to invoke sympathy on behalf of chemical reaction. The one has no possible relation to the other. To violate economic laws in any interest whatever is a wrong to humanity but to violate them in the interest of individual selfishness is a crime. To buy in the most favorable market is a requirement of economic beneficence.

Neither does this mean that I would deprecate trading at home. It is the proper place for the consumer to trade. For him to do anything else is an evidence of some obstruction in the natural channels of commerce. It is for the wise merchant to seek out and remove these obstructions from the natural channel rather than to exhaust his strength along unnatural lines of effort.

It is the business of the merchant to convey goods from where they are plentiful to where they are scarce. His remuneration consists in taking the difference between the prices of the goods at point of purchase and at point of sale less transportation and other expenses. In this age of specialization it is not practicable that the same individual should act as importer, carrier and vendor. It has been found more economical and efficient to divide these different functions between the wholesaler, carrier and retail merchant. We as retail merchants specialize in the third step of this undertaking of conveying goods from those who have too much to those who have not enough. Persons performing this three-fold function are spoken of as middle men and perform a service to society

in no way inferior to that of the actual producer. Sometimes we hear the term "middleman" used as if it were a term of reproach, as though the middleman were a parasite on the social body. Such an idea is wholly wrong and can only exist in the minds of ignorant and stupid people. The more ignorant and stupid a man is the more inclined he is to magnify his own importance to the community, and on the other hand to minimize the importance of the fellows in other branches of commerce and industry. I do not mean to say that there are no parasites among middlemen. There are too many of them as also there are among producers. The producer of a useless or harmful thing which is foisted upon the consumer is a parasite. Also, the producer who is only enabled to produce a commodity with profit to himself owing to special privileges, or special protection which society grants him, is a parasite.

Beware of the Parasite

Further, the middleman who, by reason of any monopoly or other special privilege, is able to convey commodities to the consumer under conditions which forbid fair competition or who conveys or handles useless or harmful things is a parasite, at least to the extent to which such special privilege enables him to secure a price from the consumer he otherwise would not be able to get. Now then one step further. Any dealer, whether wholesaler or retailer, who by means of an appeal to any sentiment whatever diverts trade from its natural channels and thereby enhances the cost to the consumer is a parasite by just the amount of that enhancement.

It may not be quite evident as yet what all this has to do with "Keeping Trade at Home," but it must be stated now that this is the foundation of the whole matter in so far as any position I shall take is concerned. I firmly believe that any attempt to keep trade at home which is not founded upon a recognition and acceptance of the principles which I have laid down must be ultimately futile because contrary to true economic principles and therefore unsocial and immoral.

You see I am not a disciple of that school of ethical philosophy which maintains that man has no rights except those which man himself creates and that there is no natural economic order. If any of you are wedded to that school you may as well go to sleep right now for I have no message for you.

Buying to Best Advantage

The first step necessary to establish the retail merchant in an unassailable position as a useful and therefore successful intermediary between the producer and the consumer is to destroy every barrier of privilege which stands between him and the market wherein he can buy needed commodities to the best advantage.

If any dealer with whom he has to compete, enjoys a privilege which is denied him, he must attack that privilege and maintain his attack until it is destroyed, else he suffers a serious handicap at the very foundation of his business.

What I have special reference to here is the fact that because of agreements between the manufacturers and the wholesalers the ordinary retail merchant cannot buy directly from the manufacturer, no matter how convenient it may be for him to do so, nor how inconvenient it may be for him to do otherwise. Willy-nilly he must pay the jobber's profit. Now the big retail concerns with which he must compete in his effort to keep trade at home are under no such disability.

You cannot, of course, overcome the natural advantage of big purchasing power in the markets of the world. It is somewhat more economical and much more conven-

ient for the manufacturer to sell his product in large blocks rather than in smaller ones, and it is perfectly natural that he should give the buyer a part or the whole of the advantage thus effected, but where discounts are governed not by this principle but are established solely for the benefit of the larger buyer as against the smaller one they are absolutely unwarranted and should be attacked with vigor and with every resource available.

Weighing Power of the Dollar

To undertake to oppose, single handed, arrangements of this kind which are inimical to the interests of the retail merchant is, of course, hopeless, but you have here in your association an instrument capable of being made a very powerful factor if only it be made sufficiently cohesive and have the general support of Canadian retailers.

I do not often advocate legislative interference in business but if such interference is ever permissible it is in order to bring about and maintain equality of opportunity. If no other means can be devised to bring about this result then legislation should be invoked without hesitation. One man's dollar should be as good as another's, but as a matter of fact it isn't. Your large competitor is able in not a few cases to sell commodities at a price as low or lower than you can buy them and still make a respectable profit, and this very often on account of wholly artificial conditions.

I should not like my attitude to be construed as antagonistic to the wholesaler as such, for I have no desire to belittle the service he performs in the business community.

It is most often not practicable for the retailer to purchase directly from the manufacturer or producer, because of the small quantities of many lines which he is able to handle, but where it is practical I contend that he should not be handicapped by agreements between the manufacturer and the jobber which are in restraint of trade and which place him at a serious disadvantage in relation to the big dealer with whom he has to compete and whose large volume of business opens every market at rock bottom prices.

It is not my intention to suggest that the removal of artificial hindrances to free access to the markets will put all on the same footing. In addition to the natural advantages of large buying some men will always be able to buy cheaper than others because of their superior knowledge of the markets and better judgment of values. It would be nothing short of an economic crime to do any act which would deny to superior ability and knowledge its just and natural reward.

The effective buying power of a merchant may also be seriously impaired by the immobility of his capital or the unsoundness of his credit. The former may or may not be controllable; the latter in the long run always is.

Heading in Different Directions

The merchant with small capital but sound credit is not seriously handicapped, but the merchant with insufficient capital and impaired credit is headed straight for the bankruptcy court and it would be an ill service to society to support him for he has become a social encumbrance. As a matter of fact it is the latter class of merchants who complain most sorely about the encumbrances of the mail order houses. How some of them magnify this mail order bugaboo! It is estimated that 6 per cent. of the business of the country is done by mail order outside of the community in which it arises. A considerable proportion of the balance is done in goods that the local dealer in the smaller places does not consider it profitable to handle at all, such as, for instance, women's and children's ready made garments to name only one of them.

(Continued on page 24)

Accuses Retailer of "Doing" Her on Pair Patent Shoes

Maintained That He Should Not Seek to Evade Responsibility When One Boot Cracked Across Vamp After Wearing Only a Few Times—"No Guarantee" Sign or the Usual Line of Argument Would Avail—Some Facts About Shiny Leathers That Average Dealer Should Know to Combat Just Such a Headstrong Case

"I sold a woman customer a pair of military lace shoes about the first of May. They had a patent leather forepart, with Belgian blue cloth quarters, on a stage last, carrying an opera heel, size 4½ and D width. The price was six dollars," writes a retailer doing business on Granville street, Vancouver.

"She was particularly pleased with her purchase and wanted to know if they would give her service during the warm weather. I pointed to a sign which I have conspicuously displayed in my store and told her that, under no circumstances, could we guarantee patent leather. Briefly I explained that we had no protection in this kind of leather, from either the tanner or the manufacturer of the footwear. I told her politely that while patent leather gave very good satisfaction on the whole, that it was liable to crack, craze or peel. She said, however, that she liked the dressy appearance of the shoe. It fitted her perfectly and was trim and neat. The highly polished surface and contrasting colors appealed to her taste and she took the boots.

"Now when a woman—the average shopper—takes a decided liking for a dainty fashionable patent shoe, you cannot easily convince her to purchase any other leather. She is simply bound to have such foot toggery.

"Ten days later this woman, who is the wife of a leading barrister in the city, and well connected, came into the store in anything but a delighted mood and showed me

one of the shoes, which was cracked across the vamp. She wanted to know what kind of goods I was handling, remarking that she had worn the shoes less than half a dozen times and pertinently inquired what I was going to do about it? I again reminded her of our previous conversation regarding 'no guarantee against cracking,' but she angrily waved all my defense aside. She has what a man would call a legal argumentative mind—probably from daily association and sympathy with her professional husband. She added that she had paid six dollars for the shoes and was very determined in her attitude that I should make her a liberal allowance or replace the footwear with a new pair.

When All Reasons Fail

"Now, I may say that I read with interest your recent article on not guaranteeing patent leather shoes—although I have found as a class that they give us no more trouble in the matter of adjustments than many other kinds. This woman was very positive (and, indeed, I may add in parenthesis, headstrong). She thought that I had done her an injustice when I advanced all my reasons for not warranting patent finished shoes and sternly brushed all away in an ironical tone. Now will you please tell me why patent leather shoes are not guaranteed by either the leather or the shoe manufacturer and why they are liable to crack or check. I may add that I did not allow my

The Power of Ready Cash

A GREAT SALE OF SHOES

Beginning at Store-Opening Time (Tomorrow) Friday Morning!

AN EVENT, THE LIKE OF WHICH ST. JOHN HAS NOT WITNESSED FOR A LONG, LONG TIME!

THE STORY OF THE SALE—1,243 pairs of Shoes were made up by one of this country's most famous makers of finest Footwear for an exclusive out-of-town store. But for financial reasons these shoes were never delivered to the original purchaser. The maker could certainly have disposed of the shoes but, wishing to find a store which would take them all, he naturally came to WIEZEL'S.

READY CASH DID THE TRICK. WE BOUGHT THE SHOES. THEY ARE BEING UNPACKED AS THIS ADVERTISEMENT GOES TO PRESS, AND WHEN THIS STORE OPENS TO-MORROW, IT WILL BE YOUR GREATEST OPPORTUNITY TO GET REAL BARGAINS.

<p>Ladies' Gun Metal Laced Boots White Rubber Sole and Heel, on the new English last with low heel, adjustable eyelets, sizes 4, 5, 6, 7. Former price, \$3.50. Now</p> <p style="text-align: center;">1.98</p> 	<p>LADIES' GAITER BOOTS \$1.98</p> <p>Ladies' Gaiter Top Patent Button Boots, fawn and grey cloth top for</p> <p style="text-align: center;">1.98</p> 	<p>Ladies' \$4.00 Button Boots \$2.48</p> <p>Ladies' Gunmetal Button Boots, Low Heel, Goodyear Welt, regular \$4.00, for</p> <p style="text-align: center;">2.48</p> 	<p>Ladies' \$3.00 and \$3.50 Boots \$1.48</p> <p>For the ladies who wear sizes 3, 4, 5, 6, 7, and 8. You can have your pick of any of the \$3.50 Patent Button Boots on the bargain table, for \$1.48. Remember, sizes 3, 4, 5, 6, 7, and 8 only. \$3.50 shoes for</p> <p style="text-align: center;">1.48</p> 	<p>Ladies' \$3.50 Button Boots, \$1.48</p> <p>Ladies' Patent Button Boots, white and black, striped cloth top, \$3.50 value, sizes 3, 4, 5, 6, 7, and 8, for</p> <p style="text-align: center;">1.48</p> 	<p>Men's \$5.00 Boots \$2.98</p> <p>Men's Tan Calf Blucher Boots, Goodyear Welt Soles, regular \$5.00 value, for</p> <p style="text-align: center;">2.98</p> 	<p>Men's \$4.50 Oxfords \$1.98</p> <p>Men's Gunmetal Button Oxfords, Goodyear Welt, regular \$4.50 value, for</p> <p style="text-align: center;">1.98</p> 	
<p>Ladies' White Canvas Oxfords, Rubber Soles and Heel \$1.48</p> 	<p>\$4.50 Tan Boots \$1.98</p> <p>Ladies' Tan Calf Button Boots, Goodyear Welt, Regular \$4.50 and \$4.50 for</p> <p style="text-align: center;">1.98</p> 	<p>Ladies' \$3.50 Oxfords \$1.98</p> <p>Ladies' Tan Calf Button Oxfords, Goodyear Welt, regular \$3.50 value, for</p> <p style="text-align: center;">1.98</p> 	<p>The New Military Boot \$1.98</p> <p>Women's Latest Creations Military Lace Boots, the smartest shoe of the season, for</p> <p style="text-align: center;">1.98</p> 	<p>Ladies' \$3.50 Pumps, \$1.98</p> <p>This pretty Patent Leather Pump, grey suede top, solid elsewhere at \$3.50. Wiesel's price</p> <p style="text-align: center;">1.98</p> 	<p>Men's \$4.50 Boots \$2.98</p> <p>Men's Tan Calf Lace Boots, Goodyear Welt, the new receding toe, flat heels with invisible eyelets, \$4.50 value, for</p> <p style="text-align: center;">2.98</p> 	<p>Men's \$4.50 Tan Oxfords, \$1.68</p> <p>Men's Tan Calf Blucher Oxfords, Goodyear Welt soles, the most reliable \$4.50 shoe. The greatest bargain ever happened at</p> <p style="text-align: center;">1.68</p> 	
<p>Ladies' White Canvas Button Boots \$2.50 values for \$1.48</p> 	<p>Ladies' \$4.00 Pat. But. Boots, \$2.48</p> <p>Ladies' Patent Button Boots, Goodyear welt soles, low heels for Regular \$4.00 for</p> <p style="text-align: center;">2.48</p> 	<h1 style="font-size: 2em;">WIEZEL'S</h1> <h2 style="font-size: 1.5em;">CASH STORES</h2> <h3 style="font-size: 1.2em;">243 - 247 Union Street</h3>				<p>Men's \$5.00 Oxfords \$1.98</p> <p>Men's Patent Leather, Blucher Oxfords for the man who wears 8, 8 1-2, 9, 9 1-2. We have about fifty pairs. The regular price was \$5.00, sizes 8 to 9 1-2. Your choice of any pair for</p> <p style="text-align: center;">1.98</p> 	<p>Men's \$4.50 Oxfords, \$2.98</p> <p>Only 17 pairs of Tan Calf Oxfords, rubber soles, regular \$3.50, for</p> <p style="text-align: center;">2.98</p> 

A WELL BALANCED AND NEATLY DISPLAYED ADVERTISEMENT OF PROGRESSIVE SHOE FIRM IN ST. JOHN, N.B.

caller any rebate, although I might have done so if she had not come at me so dictatorially.

"Another type of customer that I have occasionally to deal with is the wily woman, who will exclaim in a beautifully innocent manner that she has not seen the sign displayed in my store with respect to no guarantee of patent leather or, if there was a slip enclosed in the carton, that she had not run across it. She will then go on to explain that she certainly thought that as I advertise reliable footwear that my protection to customers extended to or covered patent leather. I know of one dealer in another city who has overcome this subterfuge by having a rubber stamp. With this he prints on the lining of each shoe, near the top, the words 'patent leather—not guaranteed.' Let me say in conclusion that any explanation you may give me regarding why patent leather is not guaranteed, will assist me in adjusting the complaints of customers who are particularly assertive and selfish and will not listen to reason—persons who have unfortunate experiences with shiny leather. As I have already told you these are not very numerous."

How to Invite Trouble

In the first place here is the expression of the National Boot and Shoe Manufacturers' Association of America on the subject, printed slips of which the average dealer may use to advantage:—

Patent finished shoes are being worn nowadays for common every day use and it is impossible to purchase material of this kind that is absolutely dependable at all times.

It is, therefore, necessary to notify dealers in boots and shoes that as it is absolutely impossible to determine the wearing qualities of any Patent or Enamel finished leather until same has been put to actual test by the wearer, justice to the wearer demands that he should be thoroughly informed and made to understand that there will be no redress on the shoes made of such stock, should the leather break, chip, check or peel, and that such goods are sold strictly at the purchaser's own risk.

It will be impossible to make allowances, rebates or credits on shoes that are made from Patent Calf, Patent Kid, Patent Colt, or Enamel finished leathers, because of such complaints.

Guaranteeing shiny shoes is inviting trouble.

No honest, reputable shoe dealer can or will guarantee patent leather, nor should he assume any responsibility for the wear of such shoes. In spite of this fact shiny leathers are growing more in favor every day. The average town or city dealer in Canada will tell you that about sixty to eighty per cent. of his trade in women's foot toggerly is done in patent leather, which by its dressiness, finish and nattiness appeals particularly and irresistibly to milady. Men are not carried away by any such attraction and the sale of patent leather shoes to males is confined to those used for social and dress functions, and the average sale to them is from ten to twenty per cent.

The reasons why tanners, shoe manufacturers and dealers do not warrant patent or shiny leather are many and sound. One can better understand their attitude when it is known that patent colt skin, side leather, kid and calf-skin, which are used as a basis for the shiny glossy finish are firm, dry tanned hides. When the leather is tanned and dried and after it is shaved to a uniform thickness, successive coats of regular varnish are applied to the flesh side, the first coats being dried and rubbed down so as to work the varnish thoroughly into the fibre of the leather and also furnish a smooth coating for the last application.

The last coat is applied with a brush, is baked for thirty-six hours at a temperature of from 120 to 140 degrees Fahrenheit, and is then allowed to dry in direct sunlight for some six to ten hours. This baking and drying seems to be necessary in order to remove the stickiness from the varnish. Knowing, as you do, how even slight heat tends to tear down the fibrous structure of the leather, as you see every winter when damp shoes get next the heat, you can imagine how dry and how lacking in tenacity would be a hide of leather subjected to heat for two full days, as is the case in the processes of manufacturing patent leather. You can see that the leather structure in a patent finished leather is not as strong and durable as would be a hide of leather not subjected to heat.

Note also that the finish, which is so admired in patent leather, is a highly polished varnished surface. The varnishes are made of various ingredients, including in the first coating, naphtha, wood alcohol, amyl, acetate, etc. The black varnishes consist of linseed oil and various other mixtures heated in iron kettles. The final coating is a naphtha preparation resembling Japanning material. These materials include various vegetable gums and oils. You would expect a coat of varnish, such as is put on woodwork or a lacquered finish such as you find on kitchen wear, would crack sooner or later. If you should bend a piece of ferrotype plate, which is a lacquered tin, you would find the material cracking, and the finishing checking in the crease of the bend. When you consider that the hide of leather is stretched flat and smooth on a frame during the varnishing operations, you may imagine that some day or other, when the hide is removed from the frame and built into a shoe which bends and flexes with every movement of the foot, the admired shiny surface would crack and check.

How Cold Affects Leather

It is a noticeable fact that patent leather cracks and checks oftener in cold weather than in warm weather, as it is easily affected by changes of temperature, such as occur when a cold shoe is put on and warmed by the foot, or when it is worn from a warm room out into the outdoor cold.

The fact that patent leather is dry and porous on the under surface which comes next the foot, accounts for the fact that the acid of perspiration often quickly affects the leather unfavorably.

Everyone familiar with patent leather and its tannage will oppose the idea of guaranteeing it in any way. Patent leather, like all varnish coating, is liable to crack. In fact, I would say that patent is almost sure to crack with wear and no experts have ever been able to say with certainty just when cracking and checking will begin. Skins of the same quality from the same lot, finished side by side on the same day, will show great differences when made up into shoes. One may wear for weeks with very little cracking and the other may crack badly upon the very first wearing.

Patent leather is a stiff, hard finished leather, anything but flexible, that resents bending as the foot moves, by cracking or piping sooner or later.

No Predictions Can Be Made

No man, whether tanner, shoe manufacturer, shoe merchant, or salesman, can distinguish from a number of hides, or from a number of pairs of shoes, any single hide or any single pair of shoes with patent finish, that is sure to prove durable and serviceable. It is absolutely impossible to predict anything about the length of wear that will be given by any piece of patent leather.

Shoe Manufacturers Turn Down Military Orders

Unable to Adhere to Specifications and Make Army Footwear at the Low Figure, \$4.10, Which Department Offers—Cannot be Produced For That Figure Without a Loss, or the Work Not Being up to the Mark—Under no Circumstances Will Canadian Manufacturers Turn Out an Inferior Product

"Will I accept the offer of the Department of Militia and Defence to make the new army shoe according to the present specifications for \$4.10? Well, I rather think not. Our factory is waiting for orders and badly needs business, and we would undertake the work if I thought we could break even on it. I am not looking for a profit on war contracts, still I am not one who cares to put a dollar into a proposition these days and take out only ninety or ninety-five cents.

"Why cannot the government pay a fair price for the boots for the Canadian soldiers? The best footwear obtainable is desired and the specifications call for the first class materials in every respect. I would not undertake the contract for three or five thousand pairs or even a larger consignment, for less than \$4.50 per pair. I have gone into the matter of cost carefully and conscientiously, and I want to tell you that no manufacturer can build the boot such as the government require, put in the best stock, give honest workmanship in every detail, and come out clear. These may be strong words, but I know what I am talking about. I think that I can figure as closely as any man in the trade, but I will not do a scamped job and will not substitute inferior leather. I do not think any other Canadian manufacturer will either. For the honor of the industry and the comfort of the men who are doing such heroic work, we want the boots for the boys to be the best that can be produced, but we are losing enough money

nowadays without sinking more in government work. The Militia Department is well able to pay for a good shoe and I contend that the price should be \$4.50 per pair—certainly not less than \$4.40. I have figured out the cost of the new boot, of which the authorities want about 150,000 pairs, and I tell you frankly that the cost is over \$4.06 cents without counting any overhead expense."

Sends Back the Sample

So spoke a leading manufacturer in Ontario to the SHOE AND LEATHER JOURNAL this week as he was returning a sample shoe, patterns and specifications to Ottawa, announcing that he could not make the boot at the figure offered. And there are many others of the same opinion in Quebec, Montreal, Toronto, Fredericton and other centres.

In a recent issue of this paper it was incorrectly stated that the Hartt Boot and Shoe Co., of Fredericton, N.B., had accepted an order for five thousand pairs of military boots. J. D. Palmer, president of the company, writes: "We would like you to correct the error as we did not accept any portion of the order. Furthermore, we would say that we could not accept an order for this and make it up according to the specification required at the price named, \$4.10. We would not, under any circumstances, deliver an article inferior to what was required by the specification, and at the price mentioned—\$4.10—

\$25⁰⁰

PRIZE CONTEST

Win A \$25⁰⁰ Prize

We want to get a good striking *name* for a new line of Women's, Misses' and Children's Shoes [in Welts, Turns and McKays, and we will pay a Prize of \$25.00 cash to the person who sends us in a name we consider most suitable for the purpose.

Open to All—No Restrictions

Everyone connected with the Retail Shoe Trade in Canada is eligible for this contest. We want the best name we can get suitable for high and medium grade footwear and applicable to all the ranges above stated. Maybe *you* or a *member of your family or staff* can evolve the *winning name*. Try it. \$25.00 is worth having. Your chance is good and it costs you nothing to try.

Everyone who enters is entitled to send *three names*, and the competition *closes July 15th*.

WRITE YOUR SUGGESTIONS ON A POST CARD. MAIL TO US BEFORE JULY 15th.

The *winning Name* and the name of the Prize Winner will appear in the Shoe & Leather Journal of August 1st.

GETTY & SCOTT, LIMITED
GALT Makers of the Celebrated "CLASSIC" Shoes **ONT.**

we, or any person else, we think who can figure shoes correctly, would not be able to come out without losing money. In our opinion the figure is altogether too low for the boot demanded by the specifications."

Could Not Avoid Direct Loss

Another shoe manufacturing company which declined an army shoe order recently was J. & T. Bell, Limited, of Montreal. H. E. Moles, vice-president and managing director of the company, in a letter to the SHOE AND LEATHER JOURNAL, says: "When we declined the request from the Militia Department recently to supply 5,000 pairs of army boots according to the new specifications at \$4.10 per pair, we did not do so before very fully taking into consideration the desire on our part to do our "bit," as well as to secure this additional work for our operators. For these reasons, we figured on the closest possible basis, eliminating net profit and a portion of overhead or fixed charges. To fully live up to the specifications—and this would be the only basis on which we would accept business—we could not avoid a direct loss at a lower price than \$4.25, and at which figure under the circumstances we have offered to accept business. In our opinion the boot, if well constructed, and from material of quality called for in the specifications, is worth at least \$4.35 per pair."

The John Ritchie Co., Quebec, have also written along the same lines, stating that they had refused the business at less than \$4.25. This firm made the samples for the Department some time ago, on which orders for sixty-two thousand pairs were awarded—but orders for several thousand pairs more were returned.

In a recent letter to the SHOE AND LEATHER JOURNAL, the John Ritchie Co. stated that they had declined an order for 12,000 pairs at \$4.10 per pair. They turned down the contract on the ground that they could not produce a boot "that would be satisfactory and properly made at the price that the Department was willing to pay." The firm quoted the government \$4.25 and did not think "the boot could be properly manufactured for less, without a loss being incurred by the manufacturers."

Since the aforementioned and other firms declined to make the shoes at the figure named, there has been prepared by the war purchase commission, another sample and new specifications in which some changes have been made, as will be seen by illustrations on the next page. The blucher pattern is of a different cut, the quarters being fuller at the forepart. The shoes are to be reinforced around the toe with nine brass nails placed five-eighths of an inch apart, and there is to be a steel protector three-sixteenths of an inch thick, placed on the heel where there is the greatest wear. This protector takes the place of the horse shoe plate on the first samples.

Gets Down to Detailed Cost

Alfred Minister, of the Minister, Myles Shoe Co., Toronto, whose evidence before the Parliamentary investigating committee is still fresh in the memory of the trade and the country, in an interview this week stated the specifications were faulty on several points and that at the price offered a perfect fitting, comfortable and serviceable shoe could not be made. On the specifications called for he points that there are many flaws and says that, to ensure uniformity, the lasts and patterns should be furnished by the government; otherwise there will be much dissatisfaction and ill-fitting footwear. Mr. Minister says that to make the full wide counter pocket and back stay, which is all in one piece, and to cut the whole shoe, it will require four feet of calfskin which, at the lowest price that it can be bought and come up to the standard required, will be thirty-four cents a foot. Four feet at thirty-four

cents amounts to \$1.36. Then there is the leather for the tongue. It will require fifty feet to make the tongues for sixty pairs of shoes, for this stock must be lighter as the other is too heavy. This leather will cost twenty-six cents per foot, making the item for tongues for a pair of military shoes twenty-one cents. Adding this to the \$1.36 already mentioned for upper stock, makes the total outlay for calfskin \$1.57.

Then for bottom stock a No. 1 quality oak bend or butt of 10 gauge thickness will cost fifty cents per pair. For the middle sole, which has to be well waterproofed from the toe to the back of the heel with re-lyt viscol and not less than eight gauge in thickness, the expense will be twenty-five cents per pair. For the insole, which has to be of oak tanned grain stock, not lighter than seven gauge and not to be cut from bellies, the outlay will be twenty-one cents per pair while the heel, which has to be of five lifts and in height of not less than one inch, will cost twenty cents, making the total outlay for sole leather (including a solid grain oak leather counter of not less than six gauge at ten cents per pair) exactly \$1.26.

How the Job is Figured

According to recent advices the British war office has been offering shoe manufacturers \$5.00 per pair and upwards, and yet the Militia Department at Ottawa expects Canadian shoe makers to turn out the best boot possible for the small sum of \$4.10. The total estimate of the actual cost of the Canadian army boot, according to Mr. Minister's figures, and that too without any profit to the Canadian manufacturer, is:—

Sole leather	\$1.26
Calf	1.57
Cutting08¾
Crimp01
Fitting uppers15
Fitting sole leather06
Bottoming39
Heel pad01½
Welting09¾
Eyelets01½
Heel plates04½
Shanks01½
Laces03
Cases02
Royalty05½
Findings10
Thread06
Lasts and patterns05
	<hr/>
	\$4.02
Overhead expense30
	<hr/>
Total cost	\$4.32

Should Get More Money

At a meeting of the Ontario Shoe Manufacturers' Association held in Toronto last week the matter of the new tenders was discussed and some close figuring was done. THE SHOE AND LEATHER JOURNAL is informed that the estimate of cost in each case of the shoe ran from \$4.06 to as high a figure as \$4.15, and it was decided that no tenders would be accepted at the price offered. There is in the foregoing calculations no provision made for overhead charges, freight, interest on money invested and the usual loss on any consignment of shoes when going through the factory.

All the Ontario manufacturers of men's shoes require business—in fact would welcome it at the present time—

How Canadian Army Shoe "Styles" Change



The first sample made by Amcs-Holden-McCready, Montreal, in August last, and worn by the 1st Canadian Contingent



Sample submitted to Militia Dept. in December last by George A. Slater, Limited, Montreal



The sample Army shoe made in March last by the John Ritchie Co., Quebec



Canadian Army "Rest Shoe" made of twelve ounce duck, calf top and outside counter pocket and chocolate kid facings



Sixty thousand pairs of this Army shoe were awarded last month to various Canadian firms who are now completing the order.



The latest sample in Canadian Army shoes showing the new heel plate, Hungarian nails on the toe and steel shank.

but not at the figure offered by the militia authorities. It is understood that the Association will make another effort to secure an order for English army shoes and effect arrangements to send representatives over to the Old Country.

Figures Do Not Vary Much

These figures have been shown to a number of leading manufacturers and, while a few exceptions have been taken by two or three in regard to the foregoing estimate, they have conceded that on the whole the items are well within the mark and too low in some instances. It is a well known fact that in no line of trade will any two men figure exactly alike and that in all estimates there are slight differences, and the only way to arrive at a correct basis is to take the highest and lowest and strike an average.

Here are some figures regarding the cost of the new army shoe as computed by other members of the trade, without taking into account overhead expenses and eliminating all profit and waste, and unforeseen losses—\$4.06, \$4.09, \$4.15, \$4.17, etc. To go into the details of each individual item would require too much space and involve the reader in a maze of figures leading to no definite conclusion. Then overhead costs would be higher on a government contract than on an ordinary run, as special supervision is required.

Why all this Rigid Economy

Another manufacturer writing to the SHOE AND LEATHER JOURNAL in discussing the specifications, says: "I do not see why the federal authorities cannot pay a price for the shoes that will enable the manufacturer to give a serviceable, durable and comfortable boot—one that can be worn by the boys at the front with every satisfaction. One mistake I think that has been made in the specifications is that instead of the re-inforcement at the shank and around the toe being of loose nails, the fastening should be Standard screw, which are in every way superior and will not work through on the long marches or from rough usage. Candidly, the shortcomings or oversights in the specifications are so numerous that to a practical shoeman, who has been making men's footwear all his life, the same as I have, they are really humorous, if the occasion were not one freighted with such tremendous importance to the well-being of the soldiers. The committee which have drawn them up have apparently paid no heed whatever to the advice of expert shoe manufacturers, some of whom went to Ottawa at their own expense to present pointers and practical suggestions, without any monetary motive in view. In fact, the details look very much like those a brick layer would give a carpenter to follow in the building of a dwelling, or that a stone mason would give to a plumber. It is the greatest economy in the long run to buy the best boot and pay a good figure for it.

Many Orders are Declined

"Another matter that should bring the authorities to a realization of their senses, especially in view of the urgent need for more army shoes, and the shortage in this respect, is the number of orders that have been turned down. You can rest assured, that if the Department were paying a fair, square price for the highest class and best made army shoes—which they claim they are aiming at—contracts would not be returned to them by many of the leading firms in the Dominion—shoemaking concerns that stand as leaders in their respective lines, and who would rather not do any work at all than make a boot that would not be an honor to the craft, a source of comfort to the wearer, and a credit to the Militia Department."

SPECIFICATIONS FOR THE NEW BOOT

The specifications for the new ankle boot for Department of Militia and Defence, Ottawa, are:—

General Description.—Boot to be known as Army Blucher, and to be made of plump chrome tanned full grain winter calf, color tan, and to be fully five and one-half inches (5½ in.) at heel after lasting.

Goodyear Welted Shoes

Vamps.—To be made of plump chrome tanned full grain winter calf, cut from centre of skin only, full weight of 5½ ounces.

Top.—Chrome tanned winter calf, and in all respects to be equal to sealed pattern.

Outside Back Stay.—To form counter pocket and back strap, to be made of same leather as rest of upper, cut in one piece, same as sealed pattern.

Eyelet Facing.—To be of good quality calf.

Eyelets.—Sixteen (16) per shoe—eight on each side; to be metal enameled, with extra long barrel, color to match upper, and opening to be not less than 3-16 inch in diameter, nor more than ¼ inch in diameter.

Tongue.—One-half bellows tongue, same material as top.

Lining.—To be unlined.

Process.—Goodyear welt.

Edge.—To be trimmed square all round, including shanks, in and out, set up twice with hot iron, made solid and smooth and to extend one-quarter inch all round forepart.

Widths.—E. and F.

Outsole.—To be cut from No. 1 quality English or Canadian oak bends or butts, free from brands or slaughter cuts, and to be not less than ten (10) gauge in thickness; to be properly tempered and stitched by a lock-stitch machine, with 12 cord upper and ten cord under, best quality linen thread well waxed and six stitches to the inch, and stitched aloft, and stitches not pricked up.

Middle Sole.—To be cut from oak or hemlock shoulders of a pliable nature, and to be well waterproofed from toe to back of heel with reight Viscol or other approved waterproof dressing, and to be not less than seven nor more than eight gauge in thickness.

Insoles.—Are to be cut from No. 1 oak tanned grain stock not lighter in substance than seven gauge, to be feather edged and must not be cut from bellies.

Heels.—To be built of solid grain leather not less than one inch nor more than one and one-quarter inch in height over all. Heel lifts to be not more than five in number, and to be cut from oak or hemlock leather and compressed. Top pieces to combine steel plate extending around that portion of the heel upon which is the greatest wear, and as shown in sealed pattern, such steel heel protector to be 3-16th inch thick. The filling or top lift to be of No. 1 quality oak or hemlock tanned leather. In addition to the regular nailing, heel to be nailed through surface and clinched to insole as per sealed pattern. Heel protector and leather top pieces to be flush. Heels to be well trimmed, scoured and burnished. All that portion of heel that is not covered with steel protector to have two rows of 5-8th steel slugs.

Counter.—To be of solid grain oak leather not less than six gauge, to be properly skived and sanded, and to be placed in boot, flesh side to the feet.

Shanks.—Steel, approved ribbed pattern and according to sample.

Welting.—To be of first quality full grain oak or union tanned leather, 1-8 inch thick, and to be sewed with best

(Continued on page 30)

WHO IS THE BIGGEST BUYER?

The question came up at a semi-social meeting at one of the big eastern hotels recently. A number of Western retailers had come here to make their purchases of shoes, and after lunch, were seated around the table swapping stories. One of them, B——, who is buyer for a big store, asked the question: "Did any of you boys ever stop to think who does the most buying?"

Many answers were forthcoming, but none seemed to satisfy the questioner. "In the past few years I have given a great deal of thought and attention to the matter," said B——, "and have come to the conclusion that women are the biggest buyers."

Some of the boys didn't agree with him, but he went on:

"Let's go a little deeper into the question. You all know that a woman seldom allows her husband or other male relative to buy her shoes. Therefore, we can safely assume she buys the most women's shoes. Again, women buy far more children's shoes than do men. Even when a child is accompanied by both parents, the mother generally does the buying."

The others agreed that this was in line with their own experience.

"Now," said B——, "with regard to men's shoes. Have you ever noticed the great number of men who bring their wives with them when purchasing a pair of shoes? And, have you also noticed how frequently the woman really is the buyer?"

"I believe you're right, there," spoke up H——, who represented a prosperous firm in a growing town of 50,000, "our clerks have remarked on that same fact."

"Young men's shoes," said B——, "are generally purchased by the young men themselves, but I believe—now that I have explained my point—you all will agree that women do buy the most shoes."

A chorus of assent rewarded him.

"With this decided, I want to point out to you the reason why a retail shoe merchant must be rigidly scrupulous in his dealings with the public. First, about 75% of his business, at the inside, depends on the women.

"In most cases, a woman is a good judge of material and shrewd in reading quality and making comparisons. Contrary to the habits of the male—woman does not hesitate to price goods in half a dozen stores before purchasing, and she seldom makes a mistake in her selections.

"When she finds a store that sells the right goods at the right price, she's a darned good customer and sends other trade to that place. On the other hand, she's a thorn in the side of the unscrupulous merchant and the damage she can accomplish when treated unfairly is unlimited.

"It's a good thing to remember, boys—when you advertise or circularize, you do so to reach the buyer, principally the women. You should also bear in mind that she is the one who reads the early edition of the paper your ad appears in, and she probably reads your circular first.

"There are no two ways about it—the woman is the great buyer nowadays."

JOTTING DOWN YOUR REQUIREMENTS

No retail business of any size can be carried on successfully unless a want book is kept at each department. Successful merchants fully realize the importance of this factor and can't imagine why so many proprietors of stores fail to keep one.

While more people every year are using want books religiously, there are still many merchants who have not as yet deemed it necessary to instal anything of this kind, but depend instead upon memory, and possibly a memoran-

dum jotted down from time to time.

A salesman who has been on the road all his life was recently referring to the advantages of the want book, and said: "I have some customers in my territory who, in spite of the fact that I have frequently respectfully suggested that they adopt some system of jotting down their requirements, fail to heed this advice. I will go into one of these stores and spend two or three hours getting a small order, because the customer has to look up and see how much stock he has on hand of the various articles which are on sale. Invariably when I return from a trip, I find this merchant has sent in several orders since I called upon him and as he frequently wants these goods in a hurry, for the reason that he does not place his order until he is entirely out of stock, he has them sent by express and it costs him a whole lot of money every year, which could just as well be saved if he kept a want book."

GIVE THE BEST FOR THE MONEY

"My motto is—buy the best shoes for the money—the firm is nothing to me. The quality of the goods has my first consideration in all my dealings." So said P. Dugal, of Walkerville, Ont., when talking over matters in the shoe trade recently. In addition to handling shoes, rubbers, trunks and valises, in which lines he has built up a large business, Mr. Dugal conducts a live repair shop in connection with his store. He thinks that it pays any retailer to keep such a department. Shoe repairing has always been Mr. Dugal's hobby, and he thoroughly believes in good work and first class materials. He employs two men the year round in his repair branch. Mr. Dugal was born in Quebec in 1860 and learned his trade in that city. He has



P. DUGAL, WALKERVILLE, ONT.

been in the shoe business in Walkerville for eighteen years and has customers for miles around. To his experience as a shoemaker and to knowing leather he attributes a large measure of his success. Mr. Dugal has always been a careful buyer and deals with few firms, believing in concentration.

How Retailers Can Keep Trade at Home

(Continued from page 16)

Of the balance, what cannot be secured by higher efficiency and better service will not be worth the vital energy expended in worrying about it.

Now let us pass on from the buying to the selling end of the business, in which for the sake of brevity we will include general administration.

The merchant who is not ready to give up all thought of using artificial means to compel people to trade at home is preparing himself for the scrap heap. The only force available is that of attraction. The store and the church in this particular are close parallels.

A man must have things or die. He can only get most of the things he needs by trading either his labor or the products thereof. The most natural thing in the world for him to do is to trade at home. It is most convenient; requires least effort, mental and physical; he sees and can examine the thing he is buying; he can see and know the person he is dealing with and judge whether or not he is being fairly dealt with. He also satisfies his trading instinct. At the same time he is bound to get the most he can for his money. He'd be a fool if he didn't. And when I say the most for his money (which is the same thing as his labor) I mean not necessarily the most goods but the most all-round satisfaction and pleasure in the transaction, in other words the best service.

Customers and the Service Given

By service I mean whatever contributes to the convenience and well-being of the customer; gives him pleasure and satisfaction and gains his good will.

A part of the service consists in the values you are able to give as measured in dollars and cents. In order to sell goods cheap you must not only buy right, you must handle your business with economy and efficiency. The first consideration in the administration of the business must be efficiency and the last consideration in administration must likewise be efficiency. Here is where most of us fall down—rotten business management, stocks hideously top-heavy and ill-balanced, dirty, shop worn, out of date accumulations of dead stock in most departments, monuments to the persuasiveness of glib salesmen, indiscriminate credits, carelessness and unwatchfulness. The wonder is that many stay in the game as long as they do.

Another reason for failure in efficiency is lack of concentration. There are so many distracting influences; real estate, oil prospects, new undertakings of every kind. They all look so attractive that they wean our interest away from the business to which we should be giving our undivided attention in the effort to secure success through efficiency. A Jewish proverb says, "He who follows two hares is sure to catch neither." Over against this we have our own popular admonition against keeping all our eggs in the one basket. These proverbs express sentiments opposed to one another and it is not for me to judge between them. Many there be who are able to divide their interests without sacrificing efficiency, but more there be who cannot.

Taking Too Much Aboard

Elbert Hubbard, who unfortunately lost his life in the recent Lusitania disaster, somewhere relates that at East Aurora, in the State of New York, once lived a man who ran a peanut stand. He prospered in the undertaking and finally to give more scope to his ability, he added popcorn to his wares, with the result that he suffered collapse through an attack of nervous prostration and consequently was able to sell neither peanuts nor popcorn, the trouble

being that he was a peanut man and should have stayed with peanuts alone. I would not discourage any building commercial genius, but I think we might learn a lesson from this humorous story of Hubbard's along the line of caution. It would be well for us to give all our attention to the business we are in until we have perfected it and not take on other concerns which may make heavy demands on our time and capital, at least until we are quite sure we are not just "peanut men." (I speak very feelingly on this point, I assure you). However difficult it may be to decide which class you belong to, don't give way to the fatalism of Anatole Frances' remark: "No matter if you don't do it you'll be sorry you didn't." If a man is sure first he is seldom sorry afterwards.

Too Busy to Get Rich

Nor must we be impatient for speedy success. The get-rich-quick impulse seems to be in the very air in this country. If the experience of other people could be utilized how quickly we would come to the conclusion that this haste to accomplish financial success is folly. It is hard for us to believe, though we may tell ourselves over and over again that probably the least happy period of our lives will come when we have nothing further to strive for; when we can sit down and enjoy our success. The man who does not enjoy the effort more than the result will not enjoy the result at all. Haste is no friend to efficiency but patience, perseverance, caution, hope and efficiency all belong to the same family. Phil. D. Armour used to say to his associates, "Boys, all the buildings that really endure are built from the ground up—never from the clouds down." Let us, therefore, be patient with our building.

Have you noticed that you can scarcely pick up a first class trade journal nowadays without running across something bearing directly upon the subject of service and invariably on the positive side too. For instance in one of recent issue I notice an article by a successful business man in the small wares line from which I quote the following: "I have invariably found that while you make the greater profit on the lower priced article you can make most money by paying a little higher and selling a greater volume. It is a serious mistake for any merchant to buy the cheapest quality. What he should strive to do is to give the best quality at the cheapest price."

One more quotation and this from an article in the "Saturday Evening Post" of May 15th, by Forrest Cressey, on "The Secret of the Chain Store," which you will be well repaid for reading. "The one line along which the independent retailer may most improve and protect himself is that of service. This is the greatest element in all trade building. It is the most expensive thing the merchant sells and at the same time that for which the customer pays most cheerfully."

Now I do not know that there is anything more to say. It has not been my intention to go into detail but simply to establish the broad principal that as retail merchants we must find that every unnatural method of controlling the flow of trade must prove not only useless but harmful. To keep trade at home we must apply ourselves by efficient means to the services of our several communities, having cleared our path of every artificial obstruction. In this way, and in this way only, can we accomplish our aim and through it attain success.

If any of you are worrying about trade going to the mail order houses or anything else than to your own counters, take it from me that if you devote yourselves wholeheartedly to the principles I have laid down, provided you have fair ability, you must give up worrying for the other fellow will be doing it for you. The last thing a merchant should concern himself with is his competitor.

STRAY SHOTS FROM "SOLOMON."



There are some clever, pushing, energetic men who never seem to get anywhere. They toil and moil and everything seems to slip through their fingers. They leave too many "tangled ends." Their business is always at sixes and sevens, and if they are a day or a week off nobody can take hold because the strings are so mixed together. This carrying things in your head may do for a while in a limited business and loose jointed arrangements may hold them together for a year or two in a pinch, but the man who is to succeed must not only use method but methods that are workable by others. These men who boast of doing three men's work around an office or store are a costly mistake. When they slip a cog there is a sudden stoppage in the machinery that paralyzes. Have your business so you could step out of it to-morrow and there would be others to run it.

* * *

The influence of this dreadful holocaust that has visited the earth is "frightful" in more than the brutality it has developed amongst soldiers and sailors through the spirit of those higher up. It is apt to have a deadening effect upon conscience and our better nature. The revelation that has come of German hate bids fair to develop a spirit amongst us all that bodes no good for ourselves or mankind. The German baiting that has resulted, for one thing, is in some cases as cruel as the crucifixions reported from Belgian battlefields. There are German families in this country who have lived here all their lives, who find it impossible to get employment and earn their bread, simply because of their German names or connections. We are in a fair way in this respect to rival the Huns themselves in the act of assassination.

* * *

If some of the crooks who put brains and energy into beating their neighbors were to use the same amount of mental and physical steam in an honest effort to play the game they would be miles ahead of where they are. When you read of the consummate skill of the yeggman and the brilliant daring of the sneak-thief you wonder if it wouldn't pay the fellow ten times as well to put his ability into some legitimate business. There are men in business who, if they would only drop fourflushing and chicanery, would beat their neighbors hands down at the business game. But they have to be mine-laying with cold decks and running skin games. Some men are so crooked that they would rather make ten per cent. on adulterated or shoddy goods than twenty on the real thing. They want to be "smart." But "he that diggeth a pit shall fall therein." He will hoist by his own petard.

* * *

You may think that you are a clean skater and boast about the way you have put things over this fellow and that, but your day will come. If some people took the pleasure out of doing real things that they seem to get out of crooked monkeying, what a heaven the world would be. "Bread of deceit is sweet to a man, but afterwards his mouth shall be filled with gravel." There is a certain amount of excitement or gratification in the game of beat-

ing the law, fooling society, or doing your neighbor, but it gets you at last to the gravel pit. The man who thinks he can play fast and loose with conscience and public opinion, is worse than a fool. You may be getting a little gratification out of your "love" conquests and the bread of deceitful relationship may be sweet, but you are surely eating bread that will leave a bad taste in your mouth and broken teeth in your jaw. You are making money and getting some fun, it may be out of that regular game of poker or that gamble in futures, but the end is as sure as if you were already trying to spit out the pebbles. Quit the tempting but delusive diet.

* * *

The Lord save us from this spirit of wanting to jump on and do to death the fellow who does an injury. This "getting even" is bad business—that is it is bad for the fellow who seeks to get even. Of all the influences that eat into real manhood this is one of the worst. If we don't watch carefully we let people make us as mean and small as the devil. The natural tendency is when some one cheats us or gives us "dirt," to get back at them in kind and no man who is worth while will think the same of himself after he gets through one of these tit-for-tat affairs. Be big in spite of others and in spite of yourself. When you hear the dog that is in you begin to snarl, put on the chain and the muzzle. If you don't watch him he will develop the real wolf or hyena. "Say not I will recompense evil." Don't lie down and let people walk over you, but when a man does you an injury or says something mean about you, live so that people will see the injury and despise the slanderer and you will have the peace that passes understanding.

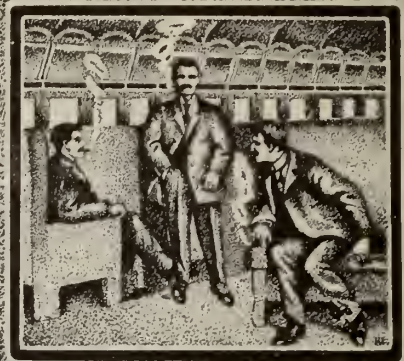
* * *

There are men reading these words who can from experience say that the writer of Proverbs knew what he was talking about when he said, "A man of great wrath shall suffer punishment; for if thou deliver him, yet thou must do it again." You can't save a hot-headed, fiery-tongued man from his disposition by reasoning with him. He needs a walloping to bring him to his senses. The man who is always aching for a fight will never get the lust of conflict out of him until somebody licks it out of his body. The quarrelsome, meddling fellow who jaws and laws everybody will never get sense until it costs him enough to make it hurt. There is that litigious old farmer who "lawed" until he lost his homestead and had to go at last and work for his day's pay. He is not as fond of law, although it is just hard to say what he would still do if he had enough money to tempt a lawyer. There is that business man who quarreled with his neighbors and friends until they let him alone and his business died with dry rot. He is clerking at ten dollars a week and no doubt if he hadn't to keep his mouth shut where he is, his tongue would get him into trouble still.

Solomon



On the Road



HOW SOME DEALERS "FALL DOWN"

"The retail business as I see it." "During my 23 years connection with shoe selling, I have possibly seen too much of it—I have encountered all classes and conditions of men in the footwear ranks—some good, some bad, and some indifferent. Advice is the cheapest thing in the world and yet the fewest people take it. Naturally, when it is doled out so liberally, some of it is apt to find its way into the trade papers," remarked a veteran traveler this week.

"I noticed in a recent issue of the *SHOE AND LEATHER JOURNAL*, how a certain shoe dealer was telling us fellows on the road, how he would go after business, were he a member of our ranks. He would call on everybody, and have a visiting day in the big cities, and shake hands and cultivate friendship and make suggestions, and be alert and aggressive, courteous and capable, and dear knows what all. The wonder to me is why this particular retailer does not dispose of his stock and go on the road, because if one may judge from a 'cursory' appreciation of his pointers, he should be cleaning up between eight and ten thousand a year as a traveling shoe salesman; yet I'll bet the self-same man who laddles out admonition so copiously, is not making that many hundred dollars annually in his shoe business.

"However, as he has undertaken to read a lecture to the 'Knights of the Road,' perhaps I might have something to say regarding the faults of the ordinary shoe retailer, as I see him. I am going to talk about only one type of man who is quite prevalent in the ranks. I have found such a chap in nearly every city, and rarely does he have more than a little jag of order for the traveler. Some of his defects are a lack of system in stock handling. He never knows just exactly how strong he is in certain lines of goods, or how weak in others. He cannot tell what lines sell out the cleanest at the best profit. Then he hangs on to certain shoes too long, imagining that age improves them or enhances their value, whereas, except on certain staple lines, the older some types of shoes grow, the more of a mill-stone they are around the merchant's neck. He does not know when to cut a certain line and reduce the prices so that it will be cleared out, and be ready for the next novelty or fad that presents itself. He buys too heavily in some ranges and too niggardly in others.

"Of course, he cannot anticipate what his trade will be exactly, but if he kept even a rough record of the kinds of shoes sold, and the leathers, the number sold, etc., from year to year, he would have a guide book or sign post that would very materially assist him in his purchasing. He would not go at it in any hap-hazard, hit-and-miss manner. He would not find himself loaded up with too many fawn or sand tops, or too many lace bals, or too many tan ox-

fords or over-gaiter effects or cubist patterns, or tango pumps, or La Vallier slippers, or evening footwear in delicate shades.

"The average shoe dealer, to my mind, shouts too much 'bargain.' He is all the time having a special sale, or a stock reduction week or a round-up sale, cut-to-the-bone, knife-to-the-hilt sale, bombardment sale, frenzied finance sale, or some other kind, until sane people must be getting heartily sick and tired of reading such sensational announcements. I believe that if a dealer was bold enough to come out and announce quality goods and sell at regular prices, and provide patrons with reliable shoes that are really worth the money, and back up such statements and such a stock by a clear, bright, convincing talk, he would get the really desirable business in any community. People would have faith in the man, his methods and his business policy. The merchant who is all the time offering the public something for practically nothing, may imagine that he is getting away with it, but once having started on such a course, he has to incessantly shout 'sale' and 'bargain.' Once when he drops such tactics, the class of people who have been attracted to his store, go elsewhere.

"Generally speaking, it is the self-respecting man who gets on best in the world,—the fellow who does the right thing by everybody and does not advertise the fact that he is a philanthropist, or a public benefactor—and it is the same way in the shoe game. A store may have character, standing, quiet dignity and every evidence of civility, the same as a private individual. If the other fellow wants to cut prices, he may do so. Do not ruin your trade by pandering to a class of pikers in whom there is no money. If you have a sale, and most men have, once or twice a year, see that it is a genuine mark-down sale and give your reasons for it. But the man, who is having a sale every week, always making lucky purchases, always using the weather or the times or the landlord or the elements or the floor stock or surplus of some factories, as an excuse for clearing out certain lines, is in the end, appraised at his proper worth, and the least said on that score the better.

"I could point out more faults in the retailer ranks, and one is that the average local shoeman is too jealous of what the other fellow is doing. Instead of extending a friendly hand and joining in co-operative movements, he stands aside and complains of conditions, evil practices and grievances in the trade, and votes the other fellow as underhand, cross-grained and avaricious. If he would go across the street and shake his competitor by the hand and have a heart-to-heart talk with him, he would find that his so-called enemy was in reality battling to overcome the same drawbacks. If local dealers would unite, it would not be necessary for them to keep open their shops until all hours,

to extend indiscriminate credit, send up shoes on approbation, attend to small repairs free, offer premiums to corral trade, or engage in other schemes like a prize contest which, while temporarily beneficial, in the long run only act as a boomerang.

"Deliver me from the narrow-minded, stay-at-home retailer, who never visits another town, who never calls upon a competitor, who never reads a trade paper, or makes a warm friend of the traveling man, but hangs around his shop all day, gossiping or inveighing against the public for not appreciating his enterprise or buying his goods. He expects things to turn up of their own accord, whereas, a man now-a-days, has to get out and upturn things if he wants to forge to the front and keep abreast of the times. The world does not owe anybody or individual a living, and simply to put your name on a window, a shoe stock on your shelves and hire a clerk or two, is no reason why people should desert other stores and patronize you."

WHY SHOULD SUCH THINGS BE DONE?

Editor, SHOE AND LEATHER JOURNAL:

I observe that a number of retailers are giving vent to expressions of opinion through your columns on matters of trade interest. There are two or three questions to which I would like to draw attention, in the hope that a discussion may do some good. For instance, the traveler of a leading Canadian firm, making men's welts exclusively, comes and sells me a choice range of fall footwear, for which I have to pay \$4.10 to \$4.25 per pair. Other orders are secured in different cities and the factory starts to fill them. Now, in the course of operations, errors are bound to occur, and the concern makes a few mistakes. I write back that some of the goods are not exactly what I ordered, or are perhaps faulty in one or two little details, or the leather may be off color, or shipments delayed until past the appointed time, or many other little incidents may arise. The result is that the factory says, "well, we will take the goods back," and of course, they are held there for a while. Perhaps similar mistakes have occurred with other firms and a certain number of goods are also returned or left on the hands of the manufacturer. Now, this brand of shoe is widely advertised and nationally known, but the buyer for a big department store comes along in search of floor goods. He naturally visits all the factories, and seeing this collection of shoes, makes a spot cash offer for the entire consignment, and gets them. The result is that the department store puts on a big sale of the "Topaz" shoe, or by whatever name it is recognized. The people see such a well known make on sale for \$2.95, (and, remember, the original orders were placed by retailers for \$4.15), and what is the effect up on the retail trade? Customers think we have been robbing them, when a genuine sole stamped "Topaz" shoe is disposed of—maybe right in the midst of the spring or fall selling season—at far less than we are asking for them. People inquire why we cannot do the same. They do not understand why such a high-class creation can be sold for so little money.

Of course, we cannot explain in detail such matters to our patrons. The result is that the makers of the "Topaz" shoe have not wrought for themselves any permanent good, either so far as the standing of their own brand is concerned, or in cultivating the good will of the retailer, on whom, after all, they depend for the bulk of their trade. While the big department stores may have a very large turnover, still, it is the shoe retailer who is the backbone and vital force of the trade in Canada.

I think it is time that the makers should protect shoe dealers and not allow big customers to advertise widely known branded shoes at a figure much less than we are able

to obtain them in the first instance, and at a direct loss to the factory to produce.

Another matter to which I would call your attention is that certain shoe manufacturers in Canada claim they cannot do business unless they get a 30% protection. They state that their turnover is small—their patrons widely scattered and their manufacturing facilities limited, so that it is impossible to make shoes as cheaply as where they are turned out in highly specialized factories, and in immense quantities. Several manufacturers admit that they require 30% protection against goods made across the line; at the same time, these same firms selling direct to the retail trade, do business with the department store—giving the latter ten to fifteen per cent. advantage over the average retailer. Why should the department store be "protected" by the manufacturer against the average dealer to this extent? One would think it should be the other way around. I contend that the manufacturer's argument does not hold water, neither will it stand up when put to the test. He himself says, in plain words, "I am a small man and must have 30% protection against the big fellows," yet when it comes to the retail ranks, he gives the big fellow 15% protection against the small fellow.

I want to know how he can justify such a proceeding. Of course, the old argument will be trotted out about quantity production, and that large purchases result in saving of factory cost. Such a contention as this is merely begging the question, or trifling with the issue. So far as quantity production is concerned, there are many things sold in Canada, on which the buyer has to pay the same price whether he takes them in small or great lots, but anyway, supposing a reduction is given for quantities, surely in the case of the department store 5% would be sufficient.

Sincerely yours,

FAIR PLAY TO ALL.

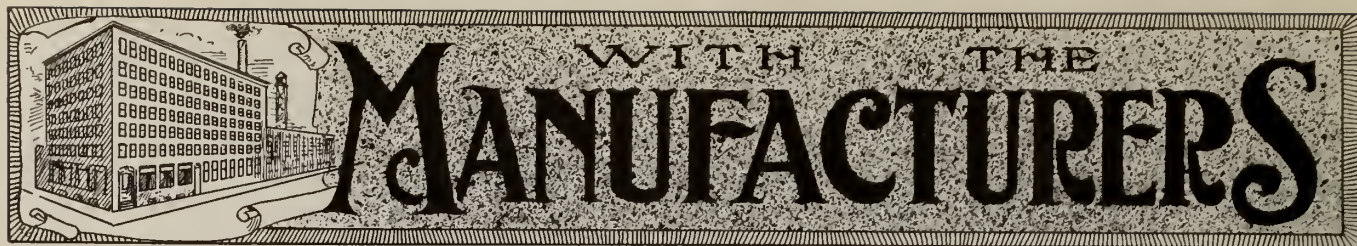
Toronto, Ont.

ACTIVE WORKER IN RETAIL RANKS

John E. Thorne, of Thorne Bros., London, Ont., who has been elected vice-president of the Shoe Retailers' Association of that city, is widely known among the trade. He has been a resident of London for the past thirty-one years and began his connection with the footwear game by entering the employ of Ashplant & Tanton. Seven years later



Mr. Thorne opened a shoe business for himself in the present premises, east corner of Market Lane and has been very successful. He is well liked and well thought of by the merchants of the Forest City, and has long been an active advocate of closer co-operation and more definite work along Association lines in the retail ranks.



SHOE STYLE RESPONSIBILITY

According to an authority in the shoe trade, many dealers imagine that it is the manufacturers' and wholesalers' fault that so many new styles are shown. In reality, he says, it is the larger retailer who creates most of the styles by trying to beat his neighbor. One dealer, for instance, displayed a champagne kid lace shoe trimmed with a navy blue kid tip and binding. Another, who saw this style, ordered his of navy blue kid trimmed with putty kid tip and foxing, which was a poor combination and did not sell well. The latter now says that fancy shoes are bad for the business, when really it was his own fault for ordering the wrong kind. The back button shoe is said to be a direct result of a big retailer's envy of the vogue for the back lace type.

OXFORD QUARTER LININGS

A weak point of low shoes is the inferior quality of leather lining stock used. A low cut shoe will rub at the heel more than a high cut, as it does not lace or button high enough on the foot to insure a close fit. A peculiar fact regarding ooze lining stock is that firms making high grades will use an ooze sheep, while on the medium and lower grades one finds the calf split used. The only explanation for this is that the ooze sheep is perhaps more uniform in weight, but one thing is certain; the sheep leather will not compare with the calf leather for wearing quality. Regarding price of these two leathers, the calf is the cheaper. The writer was a few years ago employed by a New England firm who made a widely advertised line of shoes, where ooze sheep was used for quarter linings on low cuts, and the greatest expense for cripples on upper stock caused in the lasting room was the torn quarter linings. It is true that the variety of shades cannot be had in calf splits, but the writer believes that if there was a demand for a wider variety of shades on calf ooze splits, it would be met.

REVOLVING LAST BINS

The revolving last bin seems to be finding favor. It is claimed that this style takes less room than the sectional idea, and is quicker for handling lasts. Keeping lasts on the racks is, without doubt, the best method, but lack of floor space forbids this in many factories. A counter that does not hug the forepart of the heel when laying naturally on the last is liable to bulge out when the last is pulled.

At this point the operator should be careful to see that enough tacks are placed here to hold the counter tight, that the sewer can be sure of stitching through it instead of forcing it out on the edge.

This will be found especially helpful on pumps, which have a tendency to gap at this point, unless a well moulded and tightly lasted counter is used.

DRY SOCK LINING PASTE

There is being used in several factories a new prepared dry sock lining paste. The makers of this material

claim that the expense is less than 5 cents per gallon and that the work can be perfectly done. Naturally, this saves the shipping expense of a large amount of water. Anyone interested in getting samples of this paste should write SHOE AND LEATHER JOURNAL for the name of the manufacturers, who will be very glad to submit samples.

IS KID COMING BACK ?

There is considerable evidence that kid leathers will soon again be in popular demand. Wm. L. Ratcliffe, of the T. G. Plant Co., in a recent statement, said: "We have sold 25 per cent. of kid shoes lately and will sell 25 per cent. and upward this fall." The reasonable prices at which kid leather can be manufactured and sold as compared with calf, cannot fail to have a large influence in determining the increased use of this leather. With an active market for boots and shoes, and with the passing of the cloth top, it is evident that kid leather must soon come into increased use.

BUTTON HOLE MACHINE

The Reece Button Hole Machine Co., of Boston, makes the following announcement to the trade regarding the new Rapid Reece machine: "This is merely a reminder for the benefit of your buttonhole department that we have completed and are now putting out, as promised, our new 'Rapid' buttonhole machine. We are giving users of our present machines the benefit of the new machines by an even exchange for our high-speed machine which they are now using; the royalty will be the same, one cent for 2,400 stitches, no minimum royalty. There will be no additional initial payment. Among the new features are the great speed at which this machine can be successfully operated. It is the fastest buttonhole machine ever used on shoe work, and yet the work turned out is absolutely perfect. The buttonhole has a high degree of strength by the fact that it has a real bar which is not split in the middle. The machine is economical. The saving of silk or thread over all previous machines is extensive, and its economy in all directions has never been approached."

SOME THINGS ABOUT HEELS

The spool, Louis and kidney heels are noticed on women's shoes to a large extent, even on the medium and cheap grades, while on men's shoes one notices the low broad heel. This low broad heel is a mighty sensible idea, for a man who has any amount of walking to do, and from the writer's experience they are less hard on stockings than a high heel, as the tendency to force the foot forward when taking a step is not so great with a low broad heel. A 4-8 heel is about right for a man who has much walking to do, as this height is enough to keep one from walking flat footed. If one notices how people walk who wear the no-heel outing shoe, it will be seen that they step very nearly flat-footed. These no-heel outing shoes have been considered the proper thing for vacation for several

reasons, and while they may feel very comfortable on the feet, they are not a practical shoe for anyone to wear, unless it is the Indians, who have never worn heeled shoes and are a flat-footed race. It is the wearing of these no-heel shoes that makes business good for the manufacturers of arch supports. It will be noticed of the cuts which recently appeared in several trade journals of army shoes of various nations that the shoe designed for the walking soldier has a low broad heel, and for the man on horseback has a slightly higher one. The reason for the riding soldier having a fairly high heel is that it is of assistance in holding the foot in the stirrup. To those familiar with the shoe industry, it is understood that the reason for having the extreme high heeled women's shoe was to make a size 7 foot look like a size 4, and this style is, no doubt, of great assistance to the retail shoe dealer. But one thing is sure, and that is that the low broad heel will always be worn by both women and men who seek a sensible shoe.

MACHINE FOR QUILTING SOLES

A machine that quilts soles with tiny wire staples is used in some shoe shops that make shoes for boys, youths and little gents. It is a U. S. M. Co. machine. It puts several rows of staples into the soles. It is claimed that the staples make the soles wear a great deal longer. Shoes with the stapled soles are much in demand in the west.

SQUEAKING SHOES NOT WANTED

In the matter of squeaky shoes it is the opinion of the writer that the man or woman who buys such shoes could return them and demand the money back. If this was done it is likely that retailers would bring enough pressure to bear on manufacturers so that the latter would see to it that squeakless shoes were sent out hereafter, and especially in the grades that sell at a good price. Leading retailers in Boston are to-day selling women's pumps at \$3 per pair, and the loudest thing about such shoes is the squeak. In other respects the shoes are all right. In fact, they are long-wearing shoes, too long in some cases, as many women who buy shoes of this kind would be pleased to get rid of them in short order. As a rule a shoe that is uncomfortable will last a long time, and, in a sense, the squeaky shoe is uncomfortable. It may fit the foot all right and feel good, but when people on the street turn around and look at the wearer of such shoes it brings on a very uncomfortable feeling. It is no great advertisement for a retailer to have his name inside such shoes and sewn to the lining. In fact, it is a constant reminder to the customer that she will never buy another pair of shoes in that store, at \$3 or any other price. This has been the experience of one woman at least, and it is doubtless the experience of many others. There is no excuse for any manufacturer to-day to put out squeaking Goodyear shoes, and the vast majority do not. But a few are making such shoes, although they may not be aware of it. The squeak is something that cannot be eliminated unless special pains are taken to prevent it, and especially is this true of all shoes put up with a good grade outsole and insole. If shoes squeak the day they are first put on they will continue so for a long time, and it is almost impossible to check it or stop it. This seems to be the general experience with all such shoes. Soaking the soles in water will not end the trouble. It is said that soaking the bottoms in kerosene may help, but no one should go to all that trouble. The soaking will have to be done more than once if the trouble is to be eliminated entirely. There may be some excuse for a pegged or a nailed shoe squeaking, but a fine boot or shoe is different, and retailers who are supposed to stand at the head of the trade

should cease handling such goods unless manufacturers are willing to reform and guarantee noiseless bottoms in every Goodyear welt shoe they make.

MONTREAL MANUFACTURER BRANCHES OUT

A great many people were surprised recently on hearing that La Duchesse Shoe Company, whose factory was located at 40 Grothe street, Montreal, had moved into the old factory of the Macfarlane Shoe Co. at 92 Beaudry street. This means that the company's capacity is increased from forty cases a week to over one hundred and twenty-five.

B. Vaillancourt, who is the sole proprietor of the com-



B. VAILLANCOURT, MONTREAL

pany, started eight years ago to make his own line of canvas goods. Prospering, he branched out into the manufacture of women's, misses' and children's McKays, though, of course, on a small scale. The business of the company has grown step by step up to the present when Mr. Vaillancourt has found it necessary to take larger premises. The new factory contains five storeys and has been thoroughly fitted up with new and improved machinery. The company contemplate installing a strong line of women's turns within the very near future.

Mr. Vaillancourt is a thorough shoeman and has always given every department of the business his personal attention. He has, in the time that he has been in the manufacturing game made many friends who will be pleased to hear of the ever-increasing growth of his company.

KINGSBURY KEEPS ON WINNING

Great interest is being shown in the games played by the different teams of the Maisonneuve Baseball League. At the scheduled games which took place last Saturday over five hundred spectators were present. The Jas. Muir Co. team defeated the Watson-Foster nine by a score of 15 to 11. In the other game the Kingsbury Footwear team were victors over the representatives of the United Shoe Machinery Co. in a very interesting game, the final score being 14 to 7. The following is the score by innings:—

	1	2	3	4	5	6	7	8	9
Kingsbury	2	0	4	0	0	4	3	1	x—14
U. S. M. Co.....	2	2	0	0	0	0	1	2	0—7

Batteries—Provost and Fernet; Perry, Leveille and Bernier.

HIS HORSE SHOT UNDER HIM

Capt. Harry Trenaman, Canadian Army Service Corps, who is a member of the Domestic Specialty Co., Hamilton, manufacturers of shoe polishes, etc., and is with first Canadian contingent, writes vividly of the fighting at Ypres and tells of the fate which befell many members from the Thirteenth and Ninety-first Regiments in that fierce engagement. Capt. Trenaman had a close shave himself. His horse was shot and he was thrown into a trench while Capt. Crowther and he were picking up some wounded. On the eighth day of the engagement he wrote:—

"I am dead tired, but otherwise fit as a fiddle. My brigade came out of the trenches last night and we are now going back for a couple of weeks' rest in order to get re-organized and I will be able to write you plenty from there. I haven't received a line or parcel from you for the last two weeks. It seems all of the mail boats are being used for the transportation of troops. I am anxiously awaiting the arrival of the photos of you and the kiddies. I tell you to-night I sure feel good and homesick. Well, our boys from the Thirteenth and Ninety-first did fine, but I am sorry to say they were nearly all wiped out. I don't mean all killed, but killed, wounded and missing. It sure was a terrible scrap while it



CAPT. HARRY TRENAMAN, HAMILTON, ONT.

lasted. Oh, the joke is on the Huns all right, for if they had pushed us on Thursday night they would have been washing their feet in the sea at Calais by now, but we bluffed them right to the end. On Saturday night when they had their troops massed for an attack, after making sure that we were too weak to resist, the commanding officer of the brigade saw what was doing and sent back for reinforcements, but there wasn't such a thing and they couldn't be got for three hours. What do you think he did? Threw two regiments at them Germans which so dumbfounded them that it took them about four hours to wake up and when they attacked, why, we were there! They have gained some ground and captured some guns, but we will get the devils just the same when we come back. We will have a blood lust for they have got many a fine chap and our chaps will go for them good and plenty. The French Turcos breaking on our left is what caused the trouble, and our chaps had a straight uphill scrap with not a ghost of a show. They had to charge across half a mile of country as flat as your hand. This was Friday and Friday night when I went in the bodies were

scattered over the field. But enough of this. You will see all about it in the newspapers."

Shoe Manufacturers—Military Orders

(Continued from page 22)

quality linen thread not less than ten cord well waxed, and not less than three and one-half ($3\frac{1}{2}$) nor more than four (4) stitches to the inch.

Stamp.—Manufacturer's name and year of manufacture to be stamped with steel stamp on bellows tongue. Size and width to be stamped on shank of outsole, near breast of heel.

Bottom Finish.—Natural oak finished bottoms.

Dressing.—Boots to be properly treed and finished with a coating of good waterproof dressing.

Bottom Filling.—Bottoms to be filled with the preparation known as "Besto" or other approved waterproof filling, properly applied.

Thread.—Vamps and back straps to be stitched with four rows best quality D. silk. The other portions of upper to be stitched with best quality C. silk, under thread to be of grey cotton or linen of best quality.

Cement.—Best quality rubber cement.

Heel Pads.—Are to be of leather securely cemented to insole.

Laces.—Each pair of boots to be supplied with a pair of forty-inch, heavy cotton tubular laces, metal tips, as approved.

Reinforcing.—Sole to be reinforced around toe with nine brass nails, placed 5-8 inch part. Shanks to be reinforced at four points on inside and three points on outside; all nails to be properly clinched on the insole; boot to be made with upper lapped over on insole to allow reinforcing nail to pass securely through same, lap to be cemented to insole and pounded down, also eleven Hungarian hob nails to be placed around the circle of the toe as shown in sealed pattern.

Lasts.—To be full fitting, roomy in the toes and broad sole, and to measure on size 8E not less than, ball 9 2-8—instep, 9 6-8; size, 8F, ball 9 4-8; instep, 10.

Delivery.—To be delivered clean, in good condition, tied together in pairs (not by the laces) free of expense to the Department of Militia and Defence, Ottawa, loose in wooden cases, not more than 48 pairs to a case, contents and size to be plainly marked on one end of each case, also on a packing slip to be enclosed therein with the contractor's name, cases to be numbered and to contain but one size; insofar as it is possible to do so, particulars as to the numbers and contents of each case invoiced to appear on each invoice.

General Instructions.—Boots to remain on lasts four days at least, so as to retain their shape.

All boots are to be manufactured in strict accordance with the specifications and sealed pattern, but in the event of any discrepancy arising between the sealed pattern and the specifications, the specifications are to govern.

If 25 per cent. of the boots, in any one shipment, should turn out, on inspection, to be inferior to the sealed pattern or contrary to the terms of these specifications, the whole shipment then under examination will be liable to rejection.

If necessary for the purpose of inspection a portion of every delivery, not exceeding two per cent., may be put to such tests as may destroy the articles tested, and if found inferior will be replaced by others of proper quality and pattern, at the expense of the contractor.

Note.—Gauge herein referred to is $\frac{1}{48}$ inch.

(Sgd.) S. R. WICKETT,

H. C. WILSON.

Ottawa, June 2nd, 1915.

WM. SILVER.

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The publishers of the Shoe and Leather Journal reserve the
right to reject any matter furnished either for the advertising
or the reading columns.

Shoe News in Paragraph

The Montreal Shoe Repairing Co. recently registered. The Eagle Leather Works, of Montreal, have registered.

E. W. McMartin, of Montreal, was in Toronto last week on business.

A. Rolland, shoemaker, of St. Lambert, Que., was burned out recently.

The McKeen-Ingledew Shoe Co., of Vancouver, have dissolved partnership.

C. A. Davies, of the Blachford, Davies & Co., Toronto, was in Montreal last week.

David Snipp, shoemaker, of London, has assigned to D. H. Porter, of that city.

W. H. Ryan has opened a shoe store and repair shop on Main street, Haileybury.

James Heffering, of Toronto, spent a few days in Montreal last week on business.

F. Ade has resumed his shoe repairing business on Second avenue, Shelbrook, Sask.

The Wm. Cook Shoe Co., wholesale boots and shoes, Montreal, recently registered.

A. L. Dupont, of Dupont & Frere, Maisonneuve, was in New York and Boston, recently.

A. C. Anderson, Windsor, Ont., has installed a 16-foot Goodyear repair outfit, with stitcher.

The assets of G. R. Taylor, manufacturer of trunks and leather goods, Winnipeg, have been sold.

F. W. Fitzgerald recently took charge of the stitching rooms of J. & T. Bell, Limited, Montreal.

Nearly all of the shoe stores in Toronto are closing on Wednesday afternoons during the summer.

The stock of H. Leff & Co., of Fort William, who made an assignment some time ago to Osler Wade, was

sold this week at the auction rooms of Suckling & Co. The stock of shoes, rubbers, clothing and men's furnishings amounted to about \$10,000.

W. E. Tait & Co., boots and shoes, are amalgamating with the Bacon Shoe Store, Kamloops, B.C.

E. Hutchison, secretary-treasurer of J. Eveleigh & Co., Montreal, is at present on a trip to the West.

Geo. Lennox, Winnipeg, was in Toronto, Montreal and other Eastern centres during the past two weeks.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, is at present on a trip to the West.

Jas. Aird & Co., Montreal, have added several machines to their factory. The company manufacture McKays.

Arthur Donald, of A. F. Clapp & Co., sheepskin tanners, Boston, Mass., was in Toronto last week on business.

L. Van Geel, of the Snedcor & Hathaway Co., Limited, Tillsonburg, Ont., was in Toronto last week on business.

Fire broke out recently in the Modern Shoe Repair Co., 305 Richmond street, London, Ont., but did no damage.

The Alberta Shoe Manufacturing Co., of Redcliff, Alta., of which F. C. Young was manager and buyer has closed down.

Lagace & Lepinay, Quebec, have installed several additional U. S. M. Co. machines in their factory within the past month.

W. H. Emery has been appointed foreman of making room in No. 2 factory of Ames-Holden-McCready, Limited, Montreal.

The Perth Shoe Co., of Perth, Ont., have received an order for 3,500 pairs of army shoes, which they have about completed.

W. A. McMurray has begun a general merchandise business in Coe Hill, Ont., and is carrying a full line of boots and shoes.

A. O. Giroux replaces H. G. Cota as foreman of lasting room, Ames-Holden-McCready, Limited, No. 2 factory, Montreal.

Harry L. Tower, of the United Last Co., Montreal, who has been ill, is spending some time at his home in Brockton, recuperating.

M. L. Davis has accepted a position with Ames-Holden-McCready, Limited, No. 2 factory, Montreal, as foreman of finishing room.

A. L. Bartlett, shoe retailer, corner College and Clinton streets, Toronto, has opened a new branch shoe store on Vaughan road.

Ralph Shepherd, Fredericton, N.B., has installed a U. S. M. 18-foot Goodyear shoe repair outfit, Model N, in his establishment.

Wilbur Jeffries has purchased the shoe and men's furnishing business of his father, in Beamsville, Ont., and has taken charge.

W. J. Reed, merchant, 2012 Queen street east, Toronto, has enlarged his shoe department and installed some very attractive fixtures.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, has returned from a short trip to Winnipeg and other Western cities.

E. J. Barry has been appointed foreman of the treeing room in Ames-Holden-McCready, Limited, Montreal, replacing E. L. Cary.

John McCarthy, of John McCarthy & Co., leather manufacturers, Salem, Mass., was in Toronto and other cities last week on a business trip.

The U. S. M. Co., Montreal, have installed a Louis heel breast trimming machine in the factory of the Kingsbury Footwear Co., Montreal.

William Fox, who for the past year has been superintendent of the King Shoe Co., Toronto, has gone to London.

where he has joined the staff of Sterling Bros., Limited, taking an important position.

The U. S. M. Co. have installed a 12-foot finishing outfit in the shoe repair shop of Edward Cormier, 143 Robinson street, Moncton, N.B.

L. B. Hutchison, manager of the Toronto branch of the Kaufman Rubber Co., is spending his holidays at his home in Penetanguishene.

Harris Bros., who conduct several Sample Shoe Stores in Montreal, have opened a new branch at the corner of St. James and St. John streets.

G. C. Lock, of the Cut-Rate American Boot Shop, Calgary, was in Toronto, Montreal and other Eastern centres recently on a purchasing trip.

Fire broke out lately in the shoe store of S. Karam, corner of Rochester and Ellen streets, Ottawa, doing about three thousand dollars damage.

J. R. C. Struthers, of Winnipeg, who represents a number of leading shoe firms in the West, was in Toronto and Montreal last week on business.

James F. Clark, of Clark Bros., Limited, shoe manufacturers, St. Stephen, N.B., was in Toronto last week with a fine and attractive range of new samples and left on an ex-

RETURNS TO THE OLD COUNTRY

Tom Birch and his wife, of Toronto, sailed for England two weeks before the ill-fated Lusitania. He was particularly anxious to book passage on the doomed liner, but gave way to the wishes of Mrs. Birch, who was anxious to see her mother in the Old Land. He was employed in the shoe department by the Robert Simpson Co., and previous to that was with the Slater Boot Shop, Toronto, for two years. Mr. Birch has obtained a fine posi-



MR. AND MRS. TOM BIRCH, TORONTO

tion with the firm that he served for five years before coming to Canada. "Tom," as stated in a previous issue of this paper, is a splendid window trimmer and a fine all-round athlete, and his symmetrical build made him a well patronized artists' model. He posed for some of the finest painters in the Dominion. Mrs. Birch has won many prizes and competitions in the physical culture line and is a club swinger of marked ability. Their many friends will be pleased to hear of their safe passage to the Old Land.

tended trip through the West, where he will visit all the important centres as far as the Coast.

J. B. Goodwin, 301 Jeanne d'Arc avenue, Maisonneuve, has installed a 6-foot U. S. M. repair outfit, Model N, along with a motor in his repair shop.

J. M. Rice, Consolidated Rubber Co., Winnipeg, was elected a director of the Canadian Credit Men's Association at the recent annual meeting.

W. J. Heaven, manager of the Toronto branch of the Anglo-Canadian Leather Co., Limited, spent a few days last week at the tannery, Huntsville, Ont.

L. R. Hulbert & Co., manufacturers of shoe uppers, St. Catharines, Ont., have gone into voluntary liquidation, J. J. Timmons being appointed liquidator.

A baseball league has been formed in Aylmer, Ont., and among the successful teams is that from the Aylmer Shoe Co., who have been playing good ball.

W. H. Stagg, of the traveling staff of the Toronto branch of Ames-Holden-McCready, Limited, is now looking after the territory west of London, Ont.

Stefanos George, 132 King St. west, Toronto, has added a stitcher to his outfit and now has a fully equipped Good-year shoe repair outfit in his establishment.

Chas. T. Porter has replaced John Wiggins, who recently resigned, as foreman of treeing room in No. 2 factory of Ames-Holden-McCready, Limited, Montreal.

F. H. Ahrens, Limited, of Charles A. Ahrens, Limited, Berlin, was in Toronto last week attending the annual meeting of the Canadian Manufacturers' Association.

E. H. Squires, dealer in men's furnishings, Bloor street west, Toronto, has removed to St. Clair avenue, near Oakwood, where he has installed a shoe department.

W. V. Matthews, general superintendent of Ames-Holden-McCready, Limited, Montreal, was in Boston and other Eastern centres last week on a buying expedition.

A. J. Smith, of Toronto, who has bought out the shoe store of Carscallen & Co., Bloor street west, and the Crown Shoe Store, on Avenue road, has taken possession.

R. M. Corner, shoe retailer, St. Clair avenue, Toronto, who has been ill for some time, is not progressing as rapidly toward recovery as his friends would like to see.

S. Cleland, shoe retailer, Yonge street, Toronto, is erecting a fine new store on St. Clair avenue, near Oakwood avenue, where he will open a shoe business.

M. C. Mullarkey and Nap. Dorval have been appointed city travelers for Ames-Holden-McCready, Limited, Montreal, succeeding Henry Martineau, who resigned lately.

T. Kinsella, who was formerly in the retail business in Trenton, Ont., is now representing the Drummond Shoe, Limited, of Drummondville, Que., throughout Ontario.

T. H. Rieder, of Montreal, was in Granby, Que., last week in connection with the taking over of the Walpole factory in that town by the Canadian Consolidated Rubber Co.

The annual meeting of Ames-Holden-McCready, Limited, Montreal, will be held on June 24th to receive reports for the past year and to elect directors for the coming year.

E. E. Donovan, manager of E. T. Wright & Co., St. Thomas, Ont., accompanied by Mr. Wright, jr., son of E. T. Wright, Rockland, Mass., was in Toronto last week on business.

Private G. Burrows, who formerly conducted a shoe-maker's shop at Vulcan, B.C., and was a member of the Princess Patricia Light Infantry, was killed recently in action.

The firm of Ingham & Bates have started to manufacture shoes on a small scale in Strathroy, Ont. They have installed a finishing machine run by electric motor. They intend to put in a sewing machine, operated by the same power, and are working up quite a business, making a

specialty of \$5 shoes. They will undoubtedly expand when opportunity warrants. Mr. Ingham is a practical shoemaker.

Fire broke out recently in the harness factory of Adams Brothers, 204 King street east, Toronto, doing about \$3,000 damages to the plant and sixth floor, before it was extinguished.

Among several new concerns which were granted federal charters last week was the Walpole Rubber Co., Limited, of Montreal, with a capital stock of one hundred thousand dollars.

R. J. Kidd, manager for R. Neill, shoeman, Peterboro, was in Toronto this week and is spending some time in Western Ontario points on a holiday trip, visiting a number of places by motor.

Patent leather was never so fashionable as at present. It has been brought out in dark blue, an absolute innovation, and is now being used on suits and shoes with brass buttons and colored cloths.

C. Sofio, proprietor of the Sicilia Shoe Store, 1053 St. James street, Montreal, has made a voluntary assignment. The stock and fixtures, valued at about \$3,500, were sold at auction on June 14th.

The U. S. M. Co. of Canada report a large demand for clicking dyes by various factories recently. Several large orders have been taken in connection with equipment being installed for army shoe orders.

There has been an unprecedented demand for tennis and outing shoes so far this season, and all the factories are busy, while the jobbers report a very gratifying increase in this line of goods over last year.

W. E. Short, who represents the Kingsbury Footwear Co. in the Western Provinces, has returned to Montreal. He reports conditions in his territory as being considerably improved in the past three months.

J. E. Dupre, of the Montreal Box Toe Co., who has been ill for the past several weeks has almost entirely recovered and will soon be back at his office. Mr. Dupre has been spending some days in New York.

A charter has been granted to Charles Pierce & Sons, Limited, of Timmins, Ont. The capital stock is \$40,000 and the company will take over the general merchant business carried on by Charles Pierce.

Mrs. Eva Haskell, for the past year in charge of the treeing and packing department of the Murray Shoe Co., London, Ont., has accepted a position in a similar capacity with the Cook-Fitzgerald Co., London.

Oliver M. Brooks, formerly of North Battleford, Sask., is now engaged with the United Shoe Machinery Co., of Canada, looking after their interests in the shoe repair trade. Mr. Brooks covers the whole Dominion.

The annual conference of the managers of the various branches of Ames-Holden-McCready, Limited, will be held in Montreal starting on June 21st, when, as usual, various matters of importance will be considered.

Thomas Pellow, one of the pioneer business men of Walkerton, Ont., passed away recently, aged 79 years, from an attack of pneumonia. For a long time he conducted a tannery business, but of late had lived retired.

The Eureka Shoe Co., Limited, of Montreal, has been granted a charter of incorporation. The capital stock is \$20,000 and the company is empowered to manufacture, sell and deal in all kinds of boots and shoes, to tan and treat leather, etc.

Another group of products which has felt the grip of war and about which little has been said, is tanning materials, barks and extracts which come from the four quarters of the earth. Within the last few weeks there has been a further sharp advance in prices, which now stand

between 200 per cent. and 300 per cent. on the average, above where they were before the war broke out.

It is stated that orders for several thousands pairs of new Canadian army shoes have been issued recently and that Dufresne & Locke, Montreal, have been given 10,000 pairs, Tebbutt Shoe and Leather Co., Three Rivers, Que., 5,000 pairs and Aylmer Shoe Co., Aylmer, Ont., 3,000 pairs.

William Naylor died recently at his home in Belleville, Ont., after a few days' illness. He was 82 years of age and for upwards of half a century conducted a shoe repair business in the village of Canifton. He leaves one son and two daughters, his wife having died four years ago.

A. R. Clarke, of A. R. Clarke & Co., Toronto, who, after his experience on the ill-fated Lusitania, has been seriously ill for some weeks in a hospital in London, has been joined by Mrs. Clarke and daughter. He is now reported much better and every hope is entertained for his complete recovery.

T. H. Rieder, vice-president and general manager; R. E. Jamieson, general sales manager, and R. W. Ashcroft, advertising manager of the Canadian Consolidated Rubber Co., Montreal, were in Toronto last week attending the annual gathering of the Canadian Manufacturers' Association.

The store of J. W. Ingraham, Commercial street, North Sydney, N.S., was destroyed by fire recently. The loss is

HAS STARTED IN WHOLESALE LINE

William Cook, a well-known former Maritime Province shoe retailer, recently started a wholesale shoe jobbing business at 217 Notre Dame street east, Montreal. Mr. Cook has been engaged in the footwear business practically all his life and has a thorough knowledge of conditions in Canada, especially in the eastern portion of the Dominion. He was for many years a partner in the retail firm of Cook Bros.,



WM. COOK, MONTREAL

Sydney Mines, C.B., and it is partly through his connection with the company that he has become so widely known. He stated to the SHOE AND LEATHER JOURNAL that since his new venture has been in operation, business has been very good. As well as handling a general line of medium-priced shoes, Mr. Cook also carries a full stock of rubbers, featuring the Miner Rubber Company's line.

estimated at about \$10,000, partially covered by insurance. Mr. Ingraham's many friends will sympathize with him in the disaster which has overtaken him and trust that he will emerge from it successfully.

The partnership in the firm of Gorman & Anderson, real estate dealers, Belleville, Ont., has been dissolved, J. L. R. Gorman retiring in order to devote his whole time to the shoe business, which was conducted by his late father, S. R. Gorman. Many improvements have been made in the store which add much to its attractiveness.

The Invictus Boot Shop, 50 Yonge street, Toronto, of which H. J. Eady is manager, will remove early next month to 93 Yonge street, next to the Strand Theatre. The new location is an admirable one, and this exclusive shop in men's shoes, which has been running for the past three years, is doing a splendid business.

The National Council of the Canadian Credit Men's Association will hold its annual meeting in Winnipeg on June 22nd and 23rd. Delegates will be present from the different provinces of Canada. This association was formed in 1910, and is in the interest of wholesale and retail credit-granting houses throughout the Dominion.

The Miller Rubber Co. of Canada, Limited, has been granted a charter with headquarters in Toronto, and a capital stock of \$50,000. The company is empowered to manufacture, buy, sell and deal in articles composed of rubber, either solely or in combination with other articles, and also in motor and bicycle tires, automobile tires, etc.

C. E. Raven, shoe dealer, of St. Thomas, Ont., made a very attractive display recently in the rubber line, showing everything from the raw material to the finished product, the various parts of a shoe, how put together, and the different kinds of rubber footwear. The exhibit, which was well thought out and most instructive, was furnished by the Kaufman Rubber Co., Berlin.

The annual excursion of the Benefit Society of the Getty & Scott shoe factory, Galt, Ont., was held to Toronto and Niagara Falls on June 5th. There was an attendance of over two hundred Galtonians and the trip proved a very pleasant one. The affairs of the Benefit Society are in a flourishing condition and the annual outing is always looked forward to with a great deal of enjoyment.

A change has taken place in the firm of Maybee-Kennedy Co., wholesale dealers in shoes and men's and women's specialties. R. H. and James Kennedy, who have been members of the firm for the past three years, have withdrawn and opened offices in the McCannon block, Moose Jaw, while their warehouse will be at 151 Rivers street west. The Messrs. Kennedy have been in the east on a buying trip.

It is stated in Niagara Falls, Ont., that the L. R. Hulbert Co., manufacturers of shoe uppers, are negotiating for a two-year lease of the old Princess theatre building on Bridge street with a view to establishing a plant in Niagara Falls. The theatre is owned by the General Hospital Trust and the trustees will consider the advisability of leasing the premises. It is expected, if negotiations are concluded, that the Hulbert Co. will employ twenty men to begin with and when in full operation will provide work for about thirty.

Gunner Lawrence G. Williams of the machine gun detachment of the Queen's Own Rifles, a member of the Third Battalion, who went from Toronto with the first Canadian contingent, is a son of J. W. Williams, Western Canada representative of the King Shoe Co., Toronto. In a recent letter to his father he states that he was not in the fight at Ypres, as owing to heavy digging in the trenches, he was sent to the hospital for a few days' rest. Gunner Williams is a musician of exceptional ability and has taken part in a number of concerts, his songs and musical selections being

much appreciated. When at Salisbury Plains he participated in an entertainment given by the Y.M.C.A. at Bournemouth and appeared on the same programme with Madame Clara Butt and other noted artists, the proceeds being for patriotic purposes.

The Solid Leather Shoe Co., of Preston, Ont., of which S. H. Parker is manager and secretary-treasurer, have their samples for spring nearly completed and several new lasts have been added, while many new and neat effects will be seen. Harry Steel, superintendent of the factory, has been visiting several points in the Eastern States looking up specialties for the coming spring. Mr. Parker expects to be calling upon the wholesale trade early in July and reports that business during the past season has been exceptionally good.

Among the shoe travelers who have just returned, or will return within the next few days from Western Canada, are Messrs. Lashbrooke, Galt Shoe Manufacturing Co., Galt; Lynch, of the Minister, Myles Shoe Co., Toronto; McFarlane, of E. T. Wright & Co., St. Thomas; Jarvis, of the Murray Shoe Co., London; Fry, of the Smardon Shoe Co., Montreal; Williams, of the King Shoe Co., Toronto; Ross, of John McPherson Co., Hamilton, and Beemer, of the Blachford Shoe Manufacturing Co., Toronto. All report that the prospects for a record-breaking harvest are of the most promising character.

The Pfister & Vogel Leather Co., of Milwaukee, Wis., has issued a valuable descriptive pamphlet describing in plain terms how leather is tanned. It is intended for the instruction of retail shoe dealers and their clerks who would be better salesmen if they understood more about the processes of making leather. The pamphlet will be sent free to anyone requesting a copy. There is also a folder containing 16 samples of upper leather with a description of each sample. Because of the cost of the leather this folder will be sent only to those who inclose 25c. in coin or stamps. The pamphlet and folder are free from advertising matter and are educational in character.

Crowell & Morrell have begun the manufacture of shoes in Hebron, N.S. The firm is composed of T. H. Crowell, who has had 24 years' experience, F. B. Crowell, who has had a quarter of a century experience, and G. S. Morrell, who has had 15 years' insight. The experience of the partners covers all branches of the shoe business. The company are making a line of child's and infants' shoes and also infants' turns, all the output being bench made, except the finishing, which is done on a U. S. M. repair outfit, operated by a three-horse power motor. The shoes are neat and right up to the minute in style and comfort, and have been named the "Little Bluenose." Crowell & Morrell are selling direct to the trade and are meeting with good success. They are turning out about thirty pairs a day, but expect to increase their output shortly. All their shoes are channel nailed, cub nails being used, which, they claim, make the boot as smooth on the inside as a Goodyear welt. An attractive label has been issued, consisting of the Canadian flag, crossed with the Union Jack. The printing is in blue and red, and the label has a very neat appearance.

The first Made-in-Canada moving pictures, illustrating the operations of a Canadian industry, in an interesting and instructive manner, have been taken by the North American Motion Picture Co., of Montreal, and shown in the Imperial Theatre in that city. The series is known as No. 1 of the Canadian Industrial and Educational series, and illustrates how the Fleet-Foot tennis and sporting shoes are manufactured by the Canadian Consolidated Rubber Co. in their special factory at St. Jerome, Que. All the operations, from the gathering of the rubber, washing, mixing, etc., to the cutting out of the various parts and the assembling

of them, and then having the shoe completed in two and three-quarter minutes, are faithfully presented. The reel takes about 18 minutes to exhibit, and, as a number of films have been prepared, these edifying views will be shown in the leading towns and cities of Canada, giving the people first-hand knowledge of how Fleet-Foot tennis and sporting shoes are manufactured. The Consolidated Rubber Co. is the first Canadian industry to have its processes unfolded to the general public through the medium of moving pictures. The suggestion was taken up and carried out by R. W. Ashcroft, advertising manager of the company.

BREEZY NEWS FROM THE EAST

Friends throughout the shoe trade in Eastern Canada will be interested in a pretty nuptial event which took place this month, when William Carlyl Rising, of the boot and shoe firm of Waterbury & Rising, Limited, St. John, N.B., was united in marriage to Miss Elsie Blanchard, daughter of Mr. and Mrs. Theodore Estabrooks. Rev. F. S. Porter, pastor of Germain street, performed the ceremony. The bride was attended by her niece, little Miss Ruth Rising, as flower girl. Following a tempting luncheon at the bride's home after the ceremony, Mr. and Mrs. Rising left on an automobile tour through the province. On their return they will reside at 11 Seely street. While on their honeymoon they had an exciting experience near Gagetown, N.B., when a big specimen of the moose family appeared before them in the roadway. The chauffeur slowed down, and the moose disappeared into the woods. They then "opened up" to speed fast, but the big moose, apparently dazed by the strange visitor on wheels, again came out on the roadway, and before the car could be stopped he was knocked down and the auto ran over him. The occupants of the car, who numbered seven persons, were somewhat shaken up but fortunately were unharmed.

The popularity of Colonel A. E. Massie, who held the position of Maritime manager for the Canadian Consolidated Rubber Co., Limited, in St. John, N.B., before going to the front in command of the Canadian Divisional Train, was ably attested recently. Prior to his departure he was the recipient of many useful and valuable remembrances, but after getting to England he found that his duties really necessitated the use of an automobile. He wrote to a friend here, and in his letter said something about the matter. The friend immediately took it up and next day \$650 was placed in the hands of Mayor Frink to be forwarded to Colonel Massie, as a tribute of respect from his friends, for the purchase of a Ford car.

Charles Labbe, a member of the staff of Waterbury & Rising, St. John, N.B., was honored recently by his fellow employees, upon his joining the 55th Battalion for overseas service. They presented him with a handsome wrist watch suitably inscribed, and a parcel of silk khaki handkerchiefs. The presentation was made by R. J. Walsh, who expressed the good wishes of the staff for Mr. Labbe's success and safe return.

Most of the shoe and rubber houses in the wholesale trade in St. John, N.B., are taking advantage of the daylight-saving idea and are closing an hour earlier than they did in the winter months. Formerly the closing hour was 6 o'clock, but during the summer they have informed the

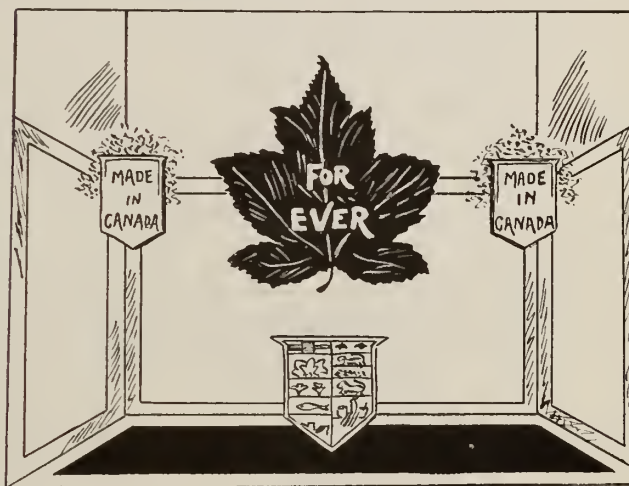
trade that their places of business will be closed at 5 o'clock, while of course, the Saturday closing will be at 1 p.m. Some of the retail houses are planning to have the Saturday afternoon half holiday during July and August.

HOW TO INSTALL DOMINION DAY WINDOW

By George Birch

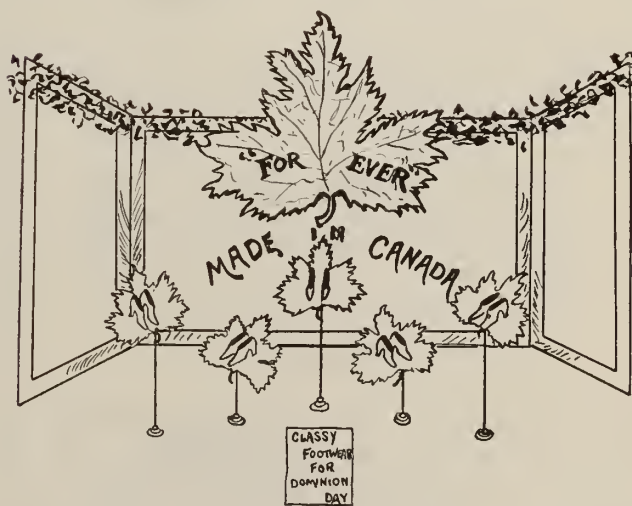
"Made-in-Canada" should be an appropriate slogan for Dominion Day window trims. Use beaver board for large centre maple leaf, painted in natural colors. The coats of arms representing the various provinces, can be made of the same material. This should serve as a cover for the central pedestal or as a shelf to display goods.

Neat cards should call attention to your Made-in-



Canada goods—such as "Footwear for Dominion Day,"—"Made-in-Canada,"—"These goods are unsurpassed for all-round excellence in style, material and workmanship," or words to that effect.

Make a seasonable selection from your stock of Cana-



dian makes and describe them accordingly. Cards worded as follows on each group are effective,—"These smart women's pumps and oxfords are made by J. H. Timson, of Busyville, Ont." Small national flags can be used tastefully in tops of shoes, etc.

Boost Dominion footwear for Dominion Day. It will pay you.

HEAVY ASSIGNMENT IN SHOE LINE

J. H. Porter, of the J. H. Porter Shoe Stores, Toronto, lately made an assignment to A. S. Crighton, of the Canadian Credit Men's Association. The first Porter shoe store was opened August 26th, 1914, at 310 Yonge street, and since that operations have been carried on in three other shops, the first store on Yonge street being disposed of some months ago. The nominal assets are \$79,268.56 and the liabilities \$87,905.33. A large number of Canadian and American shoe firms are interested in the latter. At a recent meeting of the creditors, inspectors were appointed and the assignee instructed to close the stores and prepare a complete inventory. It was also decided that the stock and fixtures should be sold at Suckling's Auction Rooms, 76 Wellington street west, on Wednesday, June 23rd. The first statement shows that the stock and fixtures in the main store, corner Yonge and Shuter streets, to be valued at \$41,500; 974 Bloor street west, \$7,600; 1346 Queen street west, \$7,500. A statutory meeting of the creditors was held on Monday, June 14th, for the purpose of ratifying the appointment of the inspectors and giving instructions in regard to the liquidation of the stock. At this meeting a petition was presented from some fifty shoe retailers doing business in Toronto. It is as follows:—

"Toronto, June 11th, 1915.

"Dear Sir,—We, the undersigned shoe merchants, at an informal meeting held at 189 Church street, Toronto, June

11th, 1915, recognize the conditions of the retail shoe trade in the city, and believe that to dispose of a large amount of shoes in block at a reduced price to any one party at this time would be decidedly unfair to those who are conservatively trying to do business in a legitimate way and pay one hundred cents on the dollar for our goods.

"We therefore respectfully request that some plan be adopted in the disposition of the stock of the J. H. Porter Shoe Stores that will not upset the already not too good conditions of the shoe trade in Toronto.

"We suggest instead of selling the stock in one, two or three parcels that it be listed and sold by catalogue in detail, and we, the undersigned retailers, agree to attend as far as possible said sale, and do our best regarding the purchasing of same.

"We respectfully request you to use your influence with the inspectors representing the creditors in this regard.

"Harry Bell, R. S. Ritchie, P. Neal, E. M. Clapp, E. Bell, Geo. Warner, John Queen, C. C. Allan, J. H. Shinnick, J. W. Lindsay, W. Howarth, Regal Shoe Store, Ed. Cook, Royal Shoe Store, Chas. Parks, I. Harris, Jos. Johnson, T. H. Bigwood, G. Arbuckle, J. J. Harton, W. Bishop, C. W. Elliott & Son, Joe Davis, N. A. Roy, A. Wellwood, A. W. Bird, A. B. Chinn, A. J. Chapple, H. Russell, A. Levy, W. Burnill, W. T. Fegan, F. A. Kitley, T. A. Wilson & Son, A. Chisholm, E. H. Bird, Weaver Shoe Co., McCaul Shoe Co., St. Leger Shoe Co., H. & C. Blachford, P. C. Blachford, J. C. Budreo, Jas. Jupp & Son, John McCullough, J. Brotherton, Fit U Shoe Store."

At a meeting of the creditors, due consideration was given to the petition of the retailers, and it was decided to meet their wishes so far as it was possible to do so. It was pointed out that, for various reasons, it would be impossible to dispose of the stock in parcels as it would lead to endless confusion and would not bring as high a price, when the fag ends were taken into consideration, as if offered en bloc. It was also emphasized that it was the duty of the assignee and inspectors to realize as high a figure as possible on the stock for the creditors. A motion was carried giving the retailers, who had sent in the petition and were represented by a deputation, until Saturday, June 19th, to make offers for the stock and fixtures in each of the stores. If their bids are considered satisfactory the stock will not be sold by auction on June 23rd, as announced. There the matter rests at the time of going to press.

MR. LYNCH BUYS SHOE STOCK

The stock of J. E. Fawkes, shoe dealer, of Paris, Ont., who assigned recently to J. P. Langley & Co., Toronto, was sold this week at Suckling & Co's auction rooms. It is understood that the purchaser is D. J. Lynch, jr., of Toronto, for several years on the staff of the Brockton Shoe Stores, and of late on the traveling force of American-British-Canadian Distributors, Toronto. The price paid was 61½ cents. The stock and fixtures are valued at \$7,500 and it is said to be a well selected and representative one.

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents
Cash must accompany all orders.

FACTORY TO LET—In Levis, near Quebec, building 22,000 feet flooring, 4 storeys, with electrical wiring for light and power, shafts, hoist, steam heating apparatus, transportation facilities at the door, no taxes and ample skilled help on hand. Address, C. Blouin, St. George street, Levis, Que.

"Gales'—The Shop for Good Shoes."



**"Quality
First"**

LONG service and comfort in wear from the very first time you put them on and then—Every refinement of style that the latest dictates of fashion require in a man's shoe.

Gales' "Bond Street" Shoe

Made in fine gunmetal calf, tan calfskin and patent colt leathers. Invisible eyelets, low heel, exclusive "custom" style, both high and low cuts, and—

"MADE IN CANADA."

Priced at **\$5** a pair.



Geo. G. Gales & Co.

481 St. Catherine St. W. 293 St. Catherine St. E.

AN ATTRACTIVE AND WELL-DISPLAYED ADVERTISEMENT
OF MONTREAL FIRM



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

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.

LIVELY JOTTINGS FROM QUEBEC

Jos. Tanguay, of the Rock Shoe Co., has bought a new motor car and is now enjoying many a spin.

F. W. Knowlton, of the United Shoe Machinery Co., Montreal, is spending a few days in Quebec factories.

David Marsh, of the William A. Marsh Co., Limited, Quebec, recently returned from a business trip to Winnipeg.

A. E. Marois, of Tourigny & Marois, accompanied by A. J. Russell, one of his foremen, was in Boston recently on a business trip.

Alf. Boivin, shoe jobber, has returned from a business trip to Gaspé and other eastern townships and reports business very good in that part of the province.

A. Rolland, shoe dealer, of St. Laurent, Que., had his dwelling and store wiped out in a recent fire. His loss was about seven thousand dollars.

Mr. Legace, of Legace and Lepinay, has returned from a trip to the West, well satisfied with the results of his visit. This firm are making progress and have rented all the building in which they are located. They have completed a new office and sample room, and recently have doubled their output of shoes.

Quebec trade is very good for this time of year and the factories are working on their samples for spring. The retail business has also been very fair, and some dealers report having done a larger turnover than at this time last year. There is a big demand for white shoes, which are growing more popular every summer season. Shoe manufacturers report that collections have improved somewhat.

George Benton, representing the Progressive Shoe Machinery Co. of Minneapolis, Minn., was in the city last week on business connected with Dupere & Garant, their representatives in the province of Quebec. Six Progressive shoe machinery outfits have been sold in Quebec and vicinity

during the past few weeks, and every purchaser is satisfied with the work and worth of the equipment. Messrs. Dupere & Garois have done a very satisfactory business for the firm and are negotiating to instal several more machines.

The many friends of Herbert Gale, of Gale Bros., are congratulating him on his recent marriage. In honor of the occasion a number of his business associates gathered at Breakey, the summer residence of Mr. J. A. Scott, and presented Mr. Gale with a handsome cabinet of cutlery, which was followed by a luncheon. Addresses were delivered by Messrs. J. A. Scott, A. E. Marois, Sheriff C. Blouin and others. Among those present were Messrs. Naz Fortier, Elie Jobin, J. H. Larochelle, O. Goulet, Art. Duchaine, John Perkins, Art. Richard, W. Richard, L. Borne, Jos. Tanguay, Cleo. Lachance, L. Tanguay, J. D. Marier, O. Gagnon, and many others. The occasion will be long remembered and Mr. Gale responded in happy terms to the honor done him.

TURN OUT FINISHED JOB

No one feature redounds to the ultimate benefit of the shoe repair shop more than the turning out of a finished job. Too many repairers have the cheap price in mind, and the consequential thought that goes with cheap price, of getting rid of the job with as little work as possible; and that class of repairers who hope to build up a successful business on 35c half-soleing are slow to understand that a greater part of the people, and the profitable class, are willing to pay more, and of course expect something more.

A few days ago we were in a busy west end repair shop along towards evening. We noticed probably twenty pairs of shoes, including men's, women's and children's, that were evidently finished so far as the idea of this particular repairer was concerned, but which were practically in the

SHOE INSURANCE



Doctors
ANTI-SEPTIC
SHOE
PAT 1906 1909
NON
PERSPIRO



*THE
Professor*
PAT. NO. 119409
GOLD CROSS
SHOE

When you buy the DOCTOR'S or PROFESSOR brands you are automatically insuring yourself against financial loss through dissatisfied customers, slow moving lines, shelf-warmers and other factors which make the retail shoe business at best a risky game.

The men who patronize your establishment always have in mind when contemplating a shoe purchase, from one to half a dozen leading brands. If you do not stock these brands you do yourself out of a sale and, what's worse, a paying customer.

And you can be perfectly sure the DOCTOR'S and PROFESSOR lines are included in the brands your customer has in mind.

Your Jobber Sells Them

Ask him to show you our line for Fall. But be sure you get the original and genuine shoes, for there are patented features of construction in both "Doctor's" and "Professor" Shoes that are most valuable aids to complete foot-ease.

Imitations may look something like the genuine outwardly, but inwardly they are in a class absolutely by themselves.

MADE EXCLUSIVELY BY

The Tebbutt Shoe & Leather Co., Limited
THREE RIVERS, QUEBEC

same surface condition as when the shoes came into the shop, with the exception of the particular repairs made thereon. Some of these shoes had the mud of the street on them. Knowing the neighborhood, and the character of people that live therein, we are safe in assuming that not a single pair of these shoes would be worn by their owners until they had first received a treatment of dressing and polish. While the repairing was substantially done, the appearance of the shoe

as it was to be returned to the owner had received no consideration whatever. We will venture that 90 per cent. of these jobs would have given greater satisfaction had they been properly dressed ready for wear and 10c additional charged. If an objection had been made by the customers it probably would have been on the children's shoes. The process of dressing or polishing could be profitably done for 5c a pair.

GENUINE FIBRE COUNTERS
 NOW "MADE IN CANADA"
 EQUAL TO THE BEST



Our new line is a thoroughly "Made in Canada" one. The fibre board used in making up the counters is manufactured by us at Chambly Canton (near St. Hyacinthe) so that not even the raw material we use is imported.

Our Fibre Counters are Guaranteed to Out Wear The Shoe.

Duclos & Payan FACTORY AND OFFICE: ST. HYACINTHE, P.Q.
 STORE: 224 LEMOINE STREET, MONTREAL.

Tanners of Chrome Side Leather, Box Sides, Velours, Matt and Waterproof Sides, Chrome Soles.

SEND FOR
 SAMPLES AND
 PRICES

If
 you want the
 best material
 and workman-
 ship ask for



No. 14—10 in. leg

**John Bull
 Larrigans
 and
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Made by

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

CUTTING DIES

of every Description for
Leather, Rubber, Paper, Cloth,
 ETC.

Honest Values at Honest Prices.
All Work Warranted.

Dominion Die Co.

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M. 5484



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

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
 ON CONSIGNMENTS.

Leicester, Eng. and at Kettering, Northampton
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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**STITCHDOWN SANDALS**
MADE IN CANADAMade to
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Staple Reinforced

Your best guarantee for non-ripping

Th. Mayer, 734-736 St. Paul St., Montreal

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OUTDOOR SPORTING
SHOES - INQUIRE
FOR PRICES.

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
Robson Leather Co.
LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box
Sides, Velours Sides, Gun
Metal Sides, Heavy Storm
Leather of all kinds in
Chrome and Combina-
tion Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.611 ST. VALIER ST.
QUEBEC, QUE.*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.

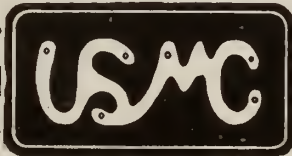
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Hastings Co.**

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

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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MANUFACTURERS OF LIMITED

STAPLE
AND
FANCY

LEATHERS

RUSSET SIDES AND SPECIALTIES

BAG
CASE
TRUNK
STRAP

LEATHERS

BRIDLE
COLLAR
SPLITS
BOOKBINDERS

HIDES ALL
SPECIALLY
SELECTED

UTMOST
ECONOMY
IN CUTTING

FACTORY & HEAD OFFICE **BARRIE, ONT.**

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.






These Are The Shoes That Sell And That Stay Sold

Their style, their fit and their quality give you positive assurance of sales and satisfaction.

Our range of Fall styles embraces lasts to suit the taste of all---the right last for men of every mind.

“Canadian Gentleman,” “Sir Knight,” “Pathfinder”
Men’s Classy Shoes to retail from \$4.00 to \$5.00

“Academy,” THE Boys’ Shoe
Retails from \$3.50 to \$4.00



Gun Metal bal., flange heel, double stitched tip, wet sand cloth top, dull eyelet facing.

An excellent margin of profit makes these shoes the most desirable on the market.

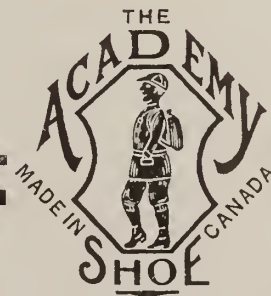
Our representatives are on their routes showing the complete Fall range. Have you seen it? If not, do so at the earliest opportunity. Get in touch with the lines that pay best of all.

THE JAMES MUIR CO.

MONTREAL

REPRESENTATIVES

Ontario and Central Canada	-	R. L. SAVAGE
Eastern Canada	- - - -	W. G. GRAY
Western Canada	- - -	GEO. C. WILSON
Montreal District	- - -	A. E. CLOUTIER



The Great White Way— of Footwear



is witnessed on the streets of every city and town, and at every favorite holiday resort. White canvas lines are the live leaders in seasonable summer shoes. How is your stock? Look it over and let us have

Your Assorting Orders
DELIVERY
IN TWO WEEKS

Our smart lasts in white canvas have enjoyed a wide measure of popularity. There is a distinctiveness and "look" about our lines—so complete, yet varied—that those who handle them capture the major share of the trade.

We can give you extra rapid delivery. Put our service to the test in your summer sorting on white foot-toggery.

Snappy Lines That Retail
at \$2.50 and \$3.00

CLARK BROS., LIMITED
ST. STEPHEN, N.B.

Established 1888

JULY 2, 1915

Published Twice-a-Month

THE SHOE & LEATHER JOURNAL



A dainty creation in black and white.

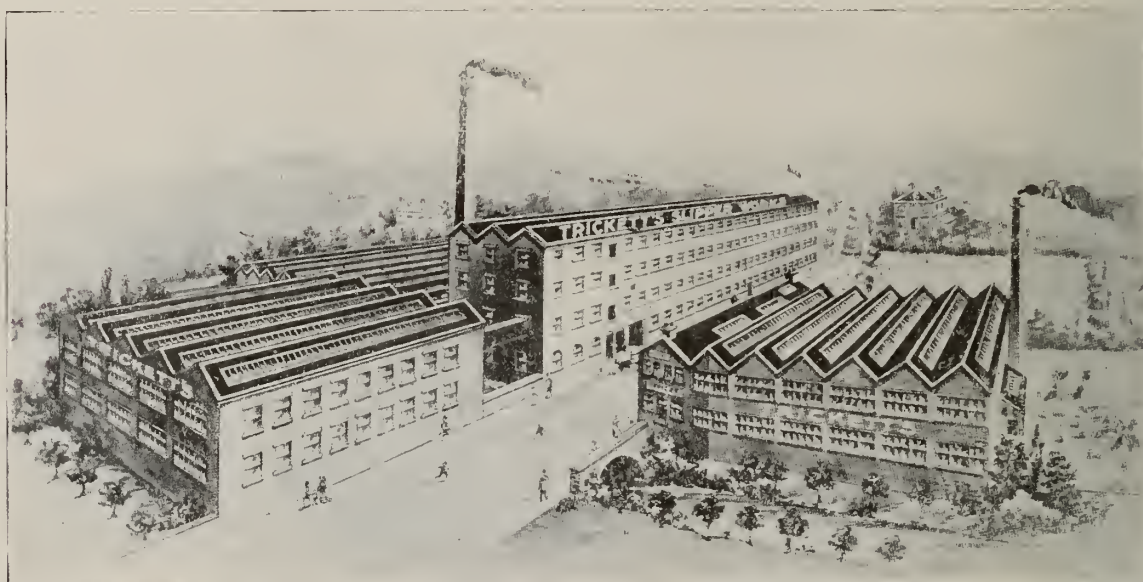
ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Munitions of War

When you can't be on the firing line, the next best thing is to help provide the sinews of war by maintaining Business as Usual.

The supply of Comfortable, Well Made Footwear is as important in its way as

Heavy Shells and High Explosives



THE HOME OF TRICKETT'S SLIPPERS WHERE OVER 1000 WORK PEOPLE ARE EMPLOYED
AND THE WEEKLY OUTPUT IS 72,000 PAIRS

DO YOUR DUTY

by keeping your stock up to the full war footing.
No stock will be complete without a full line of

TRICKETT'S SLIPPERS

Ask your jobber for our newest Canadian Shapes; they are made specially to suit your trade.

SIR H. W. TRICKETT (1914) Limited
WATERFOOT, Near Manchester, England

John S. Ashworth, Canadian Representative, 16 Manchester Bldg., Toronto



ROBINSON SORTING SERVICE

I am here to give you the best possible service. Why not take advantage of the fact?

Robinson has set a standard for quick service. It is only possible to give this prompt delivery by keeping a large variety in all of the most popular lines.

You can rely on getting satisfaction if you sort up with Robinson footwear.

JAMES ROBINSON

MONTREAL

“Canada’s Leading Shoe House”



**BUSINESS
BUILDING
BRANDS**



Make Buyers out of Inquirers— And Friends out of Buyers

That's what the right combination of style and quality will do for you. And you will find this all-important combination in

"ROYAL" & "BULLDOG" Sporting Shoes

Their reputation for good service—the ability to stand up well against everyday hard wear—makes them the most desirable line for building up a permanent trade.

Sorting orders promptly shipped
by any of our Representatives.

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.
The 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**



—————IN STOCK—————

A full assortment of the smart summer styles of

“CLASSIC” SHOES

FOR

WOMEN AND CHILDREN



Classic Shoes are the line that demonstrated how surely the most stylish shoes can be produced in Canada.

No need now to go a foot beyond the boundary line of Canada to get shoes that are the equal in every respect of any shoes produced in the world.

“Classic” Shoes Pay You in quickly earned profits and the enhanced reputation that comes from pleasing your customers.

IF YOU REQUIRE

any lines to fill the gaps in your summer stock in the women's and children's departments, mail your orders in now. We can assure you of prompt and satisfactory service.

**GETTY & SCOTT
LIMITED**

GALT

ONTARIO

WATCH FOR THIS POSTER ON THE
BILL BOARDS FROM COAST TO COAST

“NUGGET” SHOE POLISH



THE SECRET OF THE SHINE

THE SECRET OF OUR SUCCESS IN 1915

The “Nugget” Polish Company Limited
9, 11 and 13 Davenport Road TORONTO, ONT.



“FRENCH” MODEL

What a feeling of security it gives you to know that quality is never sacrificed for the sake of price.

No matter how the markets go Bell shoes are never made to a price.

Their dependability under all circumstances has built for them the high reputation they enjoy among wearers and shoemen.

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”



REGAL SHOES



35 Smart Regal Styles Always In Stock



What You Want When You Want It

No In-Stock department can serve and succeed unless it can give you *what* you want *when* you want it.

Such a range of Regal Shoes are carried in stock that we can suit your daily needs promptly as we can fill also your occasional, unusual, but none the less urgent, requirements. You will make no mistake in stocking and pushing Regals. Write.

IN-STOCK DEPARTMENT

REGAL SHOE CO., Limited
102 Atlantic Ave., Toronto, Ont.



OUR AIM

Perfection in Design and Model Making.

The Most Careful Supervision in Manufacture.

To use only the Best Materials Procurable.

Prompt Delivery.

The Impression of Quality and Service remains
in the mind after price is forgotten.

Write to Richmond for full particulars



FACTORIES:

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Phone Main 107

Richmond, Que. Phone 32

Boston Last Company

Manufacturers of

Fine Lasts, Followers, Fillers, Trees, Etc., also Maple Last Blocks

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

Canadian Factory: RICHMOND, QUE.

CHARLES CAMPBELL, Manager.



THEY LOOK
FOR THIS BRAND



GREYHOUND TENNIS

—HOW IS YOUR STOCK?

Your wants in GREYHOUND TENNIS will be shipped immediately on receipt of your order. We have well filled stocks at all our branches and agencies, so that as little time as possible will elapse between the sending of your order and the shipping of it.

Don't miss sales through not having a full line of sporting shoes. There is sure to be a big run on GREYHOUND TENNIS within the next few weeks. Be prepared.

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.
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.
Congdon, Marsh, Limited	- - - - - 88 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.

STAND UP FOR YOUR "WRIGHTS"

In-Stock

A very large and complete array of the "Just Wright" easy-sellers in all sizes.

Let us know your hurry-up needs—we can fill them immediately from our "In-Stock" Assortment.



The Just Wright
SHOE

"Club" No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
7/8 Newark Heel. Sizes C 5 to 10½, D 5 to 10½.

Stock No. 207—Same in Tan.

Stock No. 208—Same in Nut Brown.

Send for
In-Stock Catalogue

E. T. WRIGHT & CO., Inc.

ST. THOMAS, ONT.

ROCKLAND, MASS.

Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.

United Shoe Machinery Co. of Canada

122 Adelaide St. W.,
TORONTO

MONTREAL
QUE.

492 St. Valier Street,
QUEBEC



Doctors
ANTI-SEPTIC
SHOE
PAT 1906 1909
NON
PERSPIRO



After all is said and done, the shoe that gives the acme of satisfaction is the one easiest disposed of. Why should you spend valuable time and money building up a reputation for some unknown brand?

It is far more to your advantage to stock brands that have already got a solid reputation.

Show the men of your town that you have regard for their feet. You can best do this by supplying them with the DOCTOR'S Shoe. By so doing you will also make many new friends and customers.

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

Three Rivers, Quebec

THE BIG IN-STOCK SHOE HOUSE



2514—Men's G. M. Calf Blucher
"BALKAN" Last



6933—Men's G. M. Calf Button
"NU-RITZ" Last

Here are two of the many up-to-date lasts which our comprehensive IN-STOCK department always stands ready to supply at a moment's notice. We take special pride in the prompt filling of every order, large or small, and we can give you practically anything you ask for. Try our IN-STOCK service and be convinced.

Remember that Ames-Holden-McCready Shoes are made in 3 specialized factories, which means that skill and workmanship are evident in every shoe turned out. Whether it is a dressy shoe for evening wear, or a heavy staple shoe, you can get it here. It saves trouble and expense to buy largely from one firm. **WHY NOT DO SO?**

AMES-HOLDEN-McCREADY Limited

MONTREAL

ST. JOHN

TORONTO

WINNIPEG

EDMONTON

VANCOUVER

BIG SAVINGS FOR MANUFACTURERS IN SHIPPING

90%

SAVED IN
STORAGE SPACE

50%

SAVED
IN ACTUAL
PACKING TIME

20%

OR MORE SAVED
IN FREIGHT
CHARGES

20%

CHEAPER THAN
WOODEN BOXES

Would you continue shipping your products the way you are doing now if we could prove that there is a better and more economical method? Probably not, for every business man must be on the continual lookout for opportunities to cut his expenses and improve his service to customers. For this reason, you owe it to yourself to investigate the advisability of using the

MARTIN

Corrugated and Fibre Board

SHIPPING CASES

The actual saving they make possible in your business is the main reason why you should use MARTIN SHIPPING CASES; but there is also a supplementary reason in that

THEY ARE AN ALL-CANADIAN PRODUCT

This firm has no affiliation with non-Canadian concerns. Its capital is Canadian; its factory is Canadian; its workmen are Canadian. If you believe it is a wise thing to support Canadian industry, when price and service permit, then get quotations on Martin Corrugated Fibre Board and Solid Fibre Board Shipping Cases.

Your Inquiry is Solicited.

Martin Corrugated Paper & Box Co., Limited

Factory and Office: 353 Pape Avenue, Toronto

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM



Davis Leather Co., Limited
NEWMARKET ONTARIO

MADE-IN-CANADA



"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.



Our New Catalog has just come off the press. This issue of our catalog contains a more comprehensive list of Arch Supports and other Foot Specialties than has ever before been embodied under one head. This little booklet will be a revelation to you. This catalog is yours for the asking.

When you are ordering Foot Correctives from your Jobber insist on having goods which bear this trade mark



and be assured of entire satisfaction. Every article is fully guaranteed against imperfections. Our Supports are not sold in drug stores or by any price-cutters.

We Sell to the Shoe Dealer Only.

The Canadian Arrowsmith Mfg. Co.
LIMITED

Niagara Falls - - Ontario



WHY WORRY?

The dealer who says, "YAMASKA" when ordering his staples, relieves himself of all the worry and anxiety of buying. He places himself in a position unassailable by his competitor. No one can undersell or give more quality than he. No one can show greater style, variety or a better class of workmanship. He gets the product of a factory that has successfully met all footwear problems for over half a century.

Don't worry or hesitate about the line of staples you buy. Make sure of your profits by ordering "YAMASKA BRAND."

LA CAMPAGNIE J. A. & M. COTE
ST. HYACINTHE - - QUEBEC

CANADIAN SHOE JOBBERS



We want to call your attention to a line of Men's, Boys', Youths', Misses' and Children's Shoes in Elks, Box Calf, Storm Calf and all kinds of side leathers—shoes that are so well made they will enhance your reputation with every retail shoe merchant to whom you sell them.

The
"Everyday"
Shoe
Is Built Primarily for
Satisfactory
Wear

THE T. SISMAN SHOE CO., Limited
AURORA ONTARIO



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



SUMMER TIME

IS



TIME

Worn by Every Member of the Family



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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Should One Dealer in Town "Control" Branded Shoe

Salesman Believes that it is a Mistake to Sell Only One Man—Performances do not Come Up to Promises—Some Retailers Have Mania for Wanting Sole Agencies and Then Lay Down on the Job—What is Best for all Concerned

"I am sorry to see that some shoemen, particularly in the smaller centres, are so jealous of one another. Jealousy breeds distrust and dissatisfaction, and if the local merchants would get together and form an association, they would discover that each of them has pretty much the same problems to settle, the same difficulties to adjust, and the same drawbacks to overcome. That is where co-operation comes in, and does a great deal of good.

"But it is not on co-operation that I want to talk," remarked a traveler for a leading brand of men's footwear to the SHOE AND LEATHER JOURNAL the other day, "it is the selfish and inconsiderate attitude adopted by a few retailers, particularly in small towns. They want to control this line and that line or this brand and that brand of footwear, until the amount of trade-marked goods on their shelves is so heavy and represents so many firms that justice is not done to any one concern.

He Had Enough Specials

"Why, I know of one man in Western Ontario doing a shoe business of possibly \$18,000 annually, who has control

of six different lines of men's shoes, and handles no less than five trade-mark shoes for women. He wants the representatives of these firms not to sell anybody else in town, although there are four or five other stores—in other words, he adopts 'the dog in the manger' policy. He does not do enough business to give any firm a decent-sized order, especially as these concerns are confining their lines in that centre to him, and yet, if you talk of taking away the agency, he either has a plausible plea or flares up and declares that he will do this, that and the other thing.

"Now, this is neither fair to himself nor the manufacturers. During the last season on my territory I discouraged as much as possible the practice of giving any one man in a small centre the exclusive control of my line. I find that such a fellow seeks the same privilege from somebody else, and then no one firm making a branded shoe gets that highly specialized attention and service which is expected from a dealer who has an exclusive agency.

"I think that many retailers are too narrow-minded in this respect. This is not an infrequent remark on their part—'Well, if you sell Jones down the street, you cannot sell me,'



SOME NEW EFFECTS IN FEMALE FOOT TOGGERY

Here are three new showings in female footwear which are being featured by several manufacturers. On the left is a bronze kid vamp button boot, with pearl grey kid top, white pearl rivet buttons. In the centre is an all black,

mat kid button boot, with gypsy seam, white piping on fly, top, heel seat and top lift, black-rimmed buttons with white filler. On the right is a boot with fancy patent leather vamp and foxing and grey veltone top.

or 'If Brown is handling your goods, why on earth are you coming to me for business?'

Advantage of Transferring Account

"I remember a case in a little town in a northern county, where a man guaranteed to sell \$4,000 worth of our shoes each year, if we placed them with him and nobody else. Well, the first year his business amounted to only about \$900. The second it went up to \$1,200 and the third it dropped back to \$850. There were two or three other live merchants in the town who, we knew, wanted our goods, but we refrained from selling them on account of not desiring to incur the displeasure of Mr. Have-it-All-to-Himself. The result was every time on my spring or fall selling expeditions, when I reminded him of his promise, he had some smooth, unctuous excuse for not coming anywhere near the mark of the business that he promised. I grew tired of this state of affairs and went over and sold Mr. Broad-Minded, across the street. Of course Mr. Have-it-All-to-Himself ripped and roared and snarled and snorted, and he was going to do this and that and the other thing and clean out, not only our line of goods, but put his opponents across the street out of business, but it all ended in bluff and last year we sold the other firm \$6,700 of our goods.

"It seems that with many merchants who have exclusive control of a certain range, their attitude or appreciation appears very much like that of the person who enjoys good health or holds a fine position, but does not value these until deprived of them. When a chap loses a steady job, in war time particularly, or his health is undermined, he then begins to realize what advantages these were, and it is the same, too, in connection with the handling of trade-mark shoes which are well advertised. As long as the factory will stand for a certain limited business, Mr. Retailer will often push other lines or will make no special effort to feature yours. The result is that the whole arrangement is unfair to the traveler, the factory and even to the retailer himself.

That is Your Business Not Mine

"Another instance that came under my notice was a man in a town in the Ottawa valley, who had not been doing very much with our line. I had spoken to him two or three times regarding his small orders, and told him frankly that I was going across the road to sell Mr. Green. He made no objections whatever, and offered no comment. I went across the street to Green's, found that he received me with open arms and sold him \$2,700 worth right off the reel. When I came back to get Mr. Brown's order (for that was the name of the gentleman who was supposed to be selling our goods) he adopted a very high-handed attitude and told me that if I sold Green, I could not sell him any more. I asked him why he had not raised some objection in the first place, as he knew that I was going across the street to interview Green, for I had given him fair warning. His only comment was—'Well, that is your business and not mine.'

"Although Brown does not buy from us any more, we are very glad that we sold Green. He gave me one of my biggest fall orders this season. To confine your line in one town and to move everything in order to please one man, is like bestowing special favors on the average mortal. You seldom get any just appreciation for your efforts or the trouble you take. In my opinion, travelers who have widely known lines of footwear should try to sell more men in the average town than one or two; it would be not only beneficial to themselves and their factory, but to the trade in general.

"There has, in my opinion, been altogether too much indulgence and leniency shown by the firm I represent to certain men in several towns, who would literally perform marvels if we would not sell anybody else, and restrict our lines

to them. What is the result? We have got the raw end of the deal in many cases and through indifference and inattention have suffered the loss of a great deal of business. I would like to hear from other firms and travelers what they think regarding this problem, which is one of considerable concern to all interested in the trade.

"Perhaps some retailer will give his views and I am big enough to admit there are two sides to every question."

DEATH OF LEADING MANUFACTURER



The death of A. R. Clarke, head of A. R. Clarke & Co., leather manufacturers, Toronto, after his heroic struggle for recovery, extending over several weeks, has caused deep sorrow throughout the shoe and leather trade in Canada. There was no man connected with the leather industry more highly thought of or universally respected than Mr. Clarke. It will be remembered that he was a passenger on the ill-fated Lusitania, and, after going through a terrible experience, he was picked up and landed at Queenstown, afterwards proceeding to London. At that time he was apparently all right, except for a broken rib and a shock, but it was later discovered that he had received other internal injuries. Although the best medical care and attention were bestowed, and at certain times it appeared as if he would ultimately recover, he passed away on Sunday, June 20th, at Fitzroy Hospital, in the world metropolis. The remains will be brought to Toronto for interment.

A. R. Clarke was a son of John Clarke, who first established a tannery in Peterboro, 63 years ago. On the death of his father in 1878 Mr. Clarke, who was only 19, took over the business. In 1882 the plant was removed to Toronto, and in 1898 the firm was re-organized and became known as A. R. Clarke & Co. A large factory was built on Eastern avenue, and has from time to time been extended until the business developed into one of the most progressive and staunchest in Canada. For several years in its early history the firm turned out only sheepskins, then glazed kids were added. About thirteen years ago a radical departure was made and Clarke's patent leather, which has become famous all over Canada and the United States, was placed on the market. Mr. Clarke was the first man in Canada to manufacture this line, and an enormous business has been developed, the facilities being added to from time to time. Over 2,000,000 feet of patent leather is annually produced at the plant, the largest of its kind in the Empire, with 115,000 square feet of floor space, covering six acres of ground. Griffith B. Clarke, who has been closely associated with his father for some years, has had full charge of operations for some weeks. Various lines of gloves, mitts and clothing are also produced, so that Clarke's make a business of garbing a man from head to toe.

The late A. R. Clarke was identified with a large number of enterprisers tending to the welfare and advancement of Toronto. Until recently, he was chairman of the Toronto branch of the Canadian Manufacturers' Association. He was also chairman of the Riverdale Business Men's Association for eight years, former chairman of the tanners' section of the Board of Trade, and a member of the Civic Guild, a member of the Advisory Industrial Committee of the Board of Education, a member of the Advisory Board of the Canadian National Exhibition, a director of the Ontario Motor League and also treasurer of the Metropolitan Methodist Church. Mr. Clarke was 55 years of age, and his body was brought home to Toronto for interment.

Are You Putting On July Clearance Sale of Shoes?

Do not go at it in any Careless Hit and Miss Manner—Some Stimulating and Attention-Arresting Window Trims that will Give the Sale Idea—Novel Decorative Methods and Easily Installed Displays

What about a July sale? Are you holding one? It is generally considered to be the proper caper for a retailer to have a warm weather clearance sale in which he gets rid of certain odds and ends that he does not intend to carry over until next season. In the first place, there are always a number of novelties, which, if not cleared out during the present month are practically dead wood. Styles shift so much in women's foot toggery and also in men's, that it is advisable for every progressive and alert shoeist to eliminate everything from his stock before the summer season is over, as every twelve months bring about such changes in lasts and alterations in patterns that what was the prevailing mode this season will scarcely be on speaking terms with what will be evolved by the stylists when July and August of 1916 come around.

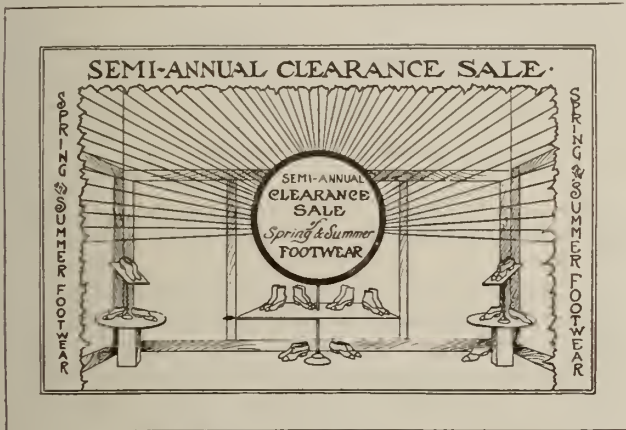
As to whether it is advisable to hold a summer sale; whether it should be undertaken in July or August; whether it should apply only to summer footwear lines, or to practi-

expedient has to be resorted to in order to create a movement during the period of torrid temperature.

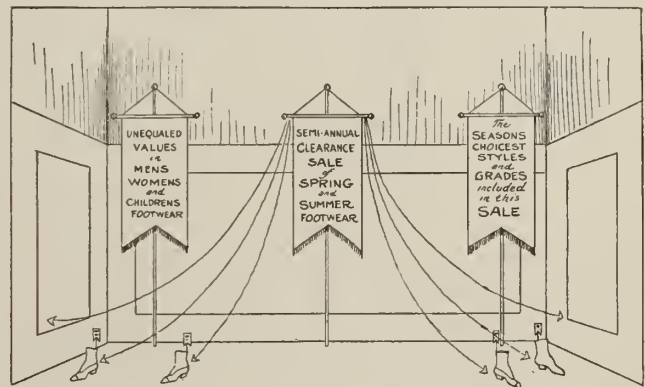
Referring to the Clearance Sale Season, the "Shoe Retailer" says:

"The time is now at hand when shoe merchants all over the country will be announcing their clearance sales. Some probably will go about this work in a systematic manner, while others will use the old haphazard, year-to-year-same-style-method of conducting this sale. For this very reason, and for the benefit of the merchant who may neglect to properly plan for the launching of his clearance sale, several ideas in the way of decorative suggestions for clearance sale displays are presented that are bound to make the windows more attractive and sale-stimulating, a situation that requires all the merchants' and trimmers' ingenuity that they may possess.

"The old style of plastering or covering up the greater part of the front of the store with signs, posters, etc., is



A SIMPLE METHOD OF AROUSING INTEREST



KEEP THE SALE BANNERS BEFORE THE PEOPLE

cally every range of goods in the shop; what the discount should be; how the sale should be advertised; whether one merchant should carry out such a procedure if others are not doing so, and other phases of the problem will have to be settled by each dealer according to his own ideas and needs. To lay down certain hard and fast regulations, applicable to every community, and every shoe business, is utterly impossible. The local conditions; the stock handled; state of trade; what one's competitors are doing; the prevailing custom and many other considerations must govern.

Use Your Own Judgment

Some dealers never have a clearing sale. They do not believe that it adds to the prestige or upbuild of their business. They have bargain tables or other special means of getting rid of odds and ends, thus keeping certain assorted lines before the public at all times. Some maintain that the only effective method of clearing out dead stock and eliminating stickers, fag ends, shelf decorators, space, time and money-eaters, or whatever name one pleases to call the immovables,—is by a genuine, well-advertised and ably-managed sale, at least twice a year, in January and in July or August. They contend that business is usually quiet during these two months, and it is the only means by which a fair volume can be maintained. One retailer will tell you that if things are not to go decidedly dull and flat, some

now extinct with up-to-date merchants, because that idea has become obsolete and it is possible to create novel decorative methods for clearance sales of a most refined and attractive nature.

"Years ago, and not so many of them, almost every shoe merchant thought that in order to put on a sale, price tickets, cards and outdoor signs should be made as large as possible in order to inform the people about the sale and the price reductions.

"With these facts in mind every merchant should strive to make this year's clearance sale a strong inducement both in the way of price reductions and the right kind of window settings for featuring the sale goods. The accompanying sketches show what can be accomplished in settings for playing up the clearance sale.

Some Effective Trims for Sales

"The figure on the right illustrates a neat idea in a window setting. Narrow wooden strips painted green are shown supporting banners made from cardboard, or muslin, with the announcement painted in red and black, or solid black if you wish to have it more dignified. These banners are attached to a curtain pole, each end being tipped with a round brass knob. This pole is held in position with a gold cord attached to the upright standard. Strips of narrow



A SALE THAT CATCHES THE BREEZE OF PATRONAGE

baby ribbon, or tape, are shown draped from the centre banner to the shoes placed throughout the window.

"The figure on the left shows a setting of a less artistic nature and one more suitable for the merchant who wishes to place a little more emphasis, or "Hurrah," on his sale.

"First, place a frieze around the inside of the window glass cut zig-zag fashion. This can be made of cardboard. The announcements at each end are painted on in black and red. A large circular card placed in centre of the back of the window announces the semi-annual clearance sale of spring and summer footwear. This should be used because it is a strong centrepiece. The circle should be cut from wall board with a cardboard facing. The outer edge of the circle should have a red border. Baby ribbon, or tape is then attached back of the circle and then brought out and draped to the top and sides of the window glass, as shown in the sketch.

"The shoes can be placed according to the trimmer's judgment, and a price ticket should be placed on each pair of shoes shown."

Varied to Suit Your Needs

At the top of this page is a suggestion that can be varied to suit the circumstances of the individual merchant. 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 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 base 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.

Shoes 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.

The cost would be about as follows, if done by the employer.

Cost of cardboard:	
Two 20 x 40 sheets at 15c.	\$.30
Two 20 x 40 sheets at 15c.30
One 20 x 40 sheets at 15c.15
Lettering paint25
Poles, about 5cc. each	1.50
Felt, 3 yards at 75c.	2.25
Wire25

\$5.00

If crepe paper is used instead of felt, the outlay would be about \$2.00 less. Should the cards and tickets have to be made outside, the whole bunch of cards and tickets could be contracted for about \$6.00 or \$7.00, bringing the entire expenditure if crepe paper is used, about \$7.50.

Fred P. Beemer, of Toronto, who represents the Gup-till, Sorosis and Blachford lines of footwear, and recently returned from an extended trip to the West, is now making a tour of the Maritime Provinces.

How Leather is Tanned—Story Told in Plain Terms

Way Hides and Skins are Secured—Various Interesting Processes in the Leather Factory—Different Kinds of Tannage—Treatment of Sole and Upper Leather—How to Tell Value of Various Kinds—Comparison of Chrome and Vegetable Tans—A Fund of Timely Information in Short Shape

The following timely, entertaining and instructive article has been written by Prof. H. R. Proctor for the Pfister & Vogel Leather Co., of Milwaukee, Wis. The article gives a short but interesting explanation of processes used in tanning leather according to the practice of tanners generally.

The wonderful tanning, tawing, currying and finishing processes of the present day are the slow growth of centuries, and the production of leathers of the modern quality and variety is the culmination of years of study by practical tanners and by chemists.

Probably the original process of curing skins was that of simply cleaning and drying. Then the use of smoke, sour milk, various oils, and the brains of the animals themselves was found to improve the texture of the leather. Later it was discovered that certain astringent barks and vegetables effected permanent changes in the texture of skins and stopped decay. This knowledge was possessed by the ancient Egyptians, for engravings on their tombs depict the process of tanning. In China specimens of leather have been discovered in company with other relics that prove them to be over three thousand years old. The Romans used leather which they tanned with oil, alum and bark.

Structure of Skins

The structure of animal skin consists of several layers which behave differently in a chemical as well as in a physical respect. The upper part of the skin in which the coat of hair, wool, or fur is rooted, is a thin layer termed the epidermis or cuticle. Next, beneath this, is the much thicker corium or true skin, and next to this the under skin.

The epidermis does not combine with tanning or other substances to produce leather. It is, therefore, useless to the tanner and is removed at the same time as the hair. The portion of the skin thereby exposed is technically termed the "grain" side. The corium or true skin is the actual leather skin and is made up of interlaced bundles of gelatinous fibres. It is more or less filled with fluid matter that serves to renew the cuticle and maintain the skin in a pliant and moist condition. In the tanning process these matters are removed, reducing the weight of the skin considerably, and there remains nothing but the fibrous portion to be acted on by the tanning materials.

The quality of leather which can be produced from a skin depends upon the thickness, flexibility, and strength of the corium, which exceeds the combined thickness of all the other layers of the skin. The under skin consists of a loose connective tissue, in which the sweat and fat glands, the blood vessels, and the muscular fibres are embedded. The side upon which the connective tissue of the under side is located is technically designated as the "flesh" side.

Hides and Skins

Most leather, especially shoe leather, is made from the skins of domestic animals, cattle and sheep furnishing the largest proportion. Many leathers named for wild animals, such as "Chamois" and many imitations of sealskin, alligator, etc., are in reality derived from the sheep, chamois being the inner half of sheepskin, and sealskin and alligator imitations being the embossed surface of sheepskin.

The skins of larger animals, such as oxen, cows, horses, etc., are called hides to distinguish them from the skins of

smaller animals, such as calves, goats, sheep, deer, hogs, seals, etc. Kip is the term applied to the skins of small beef or cattle around a year old.

It is important to keep in mind that animals are not grown for their skins, which are a by-product of the food supply. Contrary to most raw materials an increasing demand does not, therefore, stimulate an increased supply, it merely causes a rise in price. This is well illustrated by the situation of the hide trade in this country. Prices of cowhides are now over 50 per cent. higher than they were in 1905, while the domestic cattle supply is somewhat less, and there is little present prospect of much increase in the supply of hides though leather and hide prices are constantly advancing, due to the greater demand for leather articles. The same condition obtains more or less over all the world.

Where Goat Skins Come From

Another feature, due to the fact that hides are a by-product of the food supply, is that they can only be obtained in quantity in regions where the animal is used for food. Thus goatskins are not found in the United States but are imported from Mexico, South America, East Indies, China and many other countries where the people raise the goats for their flesh or milk. Russia is the main source of coltskins, France of vealskins, for the same reason.

The hides and skins of various animals can be distinguished from each other by the arrangement and size of the hair cells appearing on the surface of the leather. The hair cells become larger as the animal grows older, hence a cowhide can readily be distinguished from a calfskin because of the larger size of the hair cells. A cowhide is said to have a coarser grain than a calfskin. As a rule the wildest cattle, and those more exposed to natural climatic conditions, have the thickest hides, while breeding directed mainly to increase meat and milk tends to a thinner and larger hide of finer texture.

The whole thickness of the skins of smaller animals is generally used in leather. Cowhides and horsehides are generally split into two thicknesses for shoe uppers or glove leather. Heavy hides for automobile and furniture leather are split into three thicknesses. For sole and harness leather the whole thickness of the hide is used.

Hides are gathered for the manufacture of leather from all parts of the world. The Pfister & Vogel Leather Company gets its calfskins, goatskins and cowhides from the domestic markets—Germany, Russia, France, England, Australia, India, China and South America. England, France and Germany are also the markets in which horsehides are bought. In fact, the company has bought hides in almost all corners of the world where there were desirable lots to be had.

As soon as hides have been removed from the backs of the animals they must be cured to preserve them for shipment to the tannery. Hides are usually cured in three ways—dry, dry-salted and green-salted. In hot climates, hides are dried when taken from the back of the animal, by laying them in the sun or hanging them on a pole in the sun or in a shed. They dry out very hard and firm and can be kept for an indefinite time in this condition. For better preservation, the hides are sometimes sprinkled with

salt before being dried and are then called dry-salted. Hides prepared in this manner are shipped in bales containing fifty to one hundred. Goatskins are nearly always received in the dry condition.

Green-salted or wet-salted hides are prepared by sprinkling and rubbing into them a large quantity of salt on the hides after they are taken from the animals and when

they are still moist. In this condition the hides are piled and left to drain and cure for about a month. When the hides are ready to be shipped they are taken from the piles and tied in bundles weighing from 25 to 100 pounds each. Hides must be dried or salted within a few hours after being removed from the animal, otherwise they will begin to putrify and cannot be used for leather.

There are three great divisions in the process of making leather:—

The Three Divisions of Leather Manufacture

1. Beam house work, or preparing the hides for tanning.—The work in the beam house consists chiefly in removing from one side of the skin the epidermis and hair, and from the other side the under skin of loose connective tissue and adhering flesh.

2. Tanning.—Tanning may be roughly defined as the preparation of the hides and skins of animals so as to prevent putrefaction. This means that the animal fats in the skin must be removed and the fibres separated from each other and brought under the action of vegetable tannings or mineral substances, which unite with or coat the fibres to make them insoluble and proof against decay.

3. Currying and Finishing.—Currying is a further process to make soft shoe upper, glove or harness leather. In this process the skins are worked mechanically and are stuffed with oils and fats to make them soft and pliable, and are dyed and finished with a polish or a dull lustre on the grain side.

Preparing the Hides for Tanning

When the hides are received at the tannery they are sorted according to the kind of leather for which they are best suited. The wet-salted hides are then trimmed to remove all waste parts. The dry hides are trimmed after being soaked. Cowhides are split along the back into two sides on account of their unwieldy size, except when intended for automobile, furniture or belting leather, where a large cutting surface is desired.

Soaking and Fleshing

The hides must now be soaked in water to soften them and to remove the salt, blood, and dirt that adhere. After the hides have been thoroughly softened and cleansed they are fleshed, which consists in removing all fleshy and fatty matter from the flesh side of the hide. This used to be done entirely by hand with a sharp knife, but is now generally done by machine. This machine has a cylinder fitted with spiral knives radiating from the centre against which the hides are brought. The knives scrape and cut off all surplus flesh.

Removing the Hair

In order to remove the hair and epidermis the hides are placed for several days in vats containing lime, which loosens the hair and epidermis and swells and splits up the hide fibres. Sulphide of sodium is also used along with the lime to remove the hair quickly.

Various other methods of unhairing with sodium sulphide and calcium chloride solutions, as well as lime and red arsenic are now being used extensively. Goatskins are sometimes unhaired and sheepskins dewooled by painting the flesh side with sodium sulphide, which penetrates through, loosening the hair.

Hides for soft leathers are allowed to stay longer in the lime than hides for firm leathers. When the hair has been thoroughly loosened by the lime it is removed by a workman, who scrapes it off with a knife, over a "beam," or as is more often the case now, this is done by a machine

The Difference Between Advertising and Charity

This morning, a sales manager wrote me the following letter:

"The.....Lodge of Amalgamated Orders of Tweedle-Dum and Tweedle-Dee have approached me, asking me for a full page advertisement for their first Annual Minstrel Show Program. The head of this order, which is one of the most influential orders in the world, is Cashier of our most prominent bank and the membership is made up of "All the big business men of the city," and it seems to me very important that we should be represented in this program. I hope you will see your way clear to take this back cover page at \$200.00."

Of course, I did not see my way clear, for the very simple fact that it is an advertisement. It is Charity. Ninety per cent. of it is Graft. In this particular case the program is let out to the Printer who pays \$100.00 for the privilege of grafting on the friends of the Cashier, and "All the big business men of the city," none of whom pay the slightest attention to advertisers appearing in the program, and through whose hands, not one penny of the results go.

Don't take too seriously the letters of introduction (known as "can openers" among the solicitors) you get. Say "you have no funds for such advertising," and there is no appeal.

If you have a really meritorious case—treat it on its merits, of course, but be careful.

I have been eight years with the company and I have never seen a single, solitary instance when this advertising paid. Now, if you want to make a personal contribution to a worthy charity, make it, but don't jolly yourself into the belief that you are doing advertising, by paying twice what the advertising is worth. All this kind of advertising has been long since outgrown by the first-class advertisers and the only place that it is ever put over is in the case of business men who don't know anything about advertising, or the graft that circulates through its lower strata.

E. ST. ELMO LEWIS.

having a cylinder which passes over the skin. This cylinder is fitted with spiral knives similar to a fleshing machine but much duller, which remove the hair very quickly. The hides are now thoroughly washed and passed through the fleshing machine again.

For firm sole leather used for half-soles and shoe repairing the hides are first soaked in water to cleanse the hair. They are then hung in sweat pits, which are dark close rooms where the air is stagnant. The humidity in the sweat pits is regulated as much as possible by steam jets and water pipes. Here a process of decomposition takes place sufficiently to loosen the hair. Great care must be taken that the decomposition does not go so far as to penetrate the hide. This process makes a firmer, harder leather than the lime process which is generally used where the sole leather must be channelled (a groove cut) for sewing purposes by the shoe manufacturer.

Delimiting and Bating

Before the hides can be tanned the lime must be removed and the swelling due to it reduced by treating the hides with lactic or other weak acids. This is sufficient for hides for sole, belting and harness leather. To make the softer leathers the swelling must be still further reduced by bating. The bates consist of bacterial fermentations of brans and of various manures or patented preparations which induce bacterial action. The skins are put into paddle vats in which is the bate mixed with a large quantity of water. In the bate the lime is entirely removed and the skins get a fine silky grain, softened and strengthened by the bating.

Pickling

To prepare the hides for tanning they are paddled for about an hour in a weak solution of sulphuric acid and salt, called a "pickle," to thoroughly cleanse them, open up the pores to receive the tan liquor, and get the skins into an acid state. When the skins come out of the pickle they are clean and white. From now on the hides are treated quite differently for different kinds of leather.

Tanning Materials

There are two general methods of tanning by means of vegetable tannin and by means of minerals, such as alum and salts of chromium. Vegetable tanning methods were formerly the only ones used, but in the last 20 years the mineral tannages have developed to such an enormous extent that the permanence of many of the time-honored vegetable processes is now a matter of considerable doubt. The oil tannage based on oxidation of such oils as cod oil is used in the manufacture of chamois skin and sheep splits for imitation chamois. Among the vegetable tannages the hemlock and oak bark processes lead. A mixture of these two termed "union tannage," is also used largely and makes a durable sole leather. Oak bark (rock chest or yellow bark oak) is considered the best vegetable substance in the United States for tanning purposes. Oak bark is obtained from the Blue Ridge region of the Allegheny Mountains, and from California. Hemlock bark is found in large quantities in Pennsylvania, New York, Wisconsin and Michigan. Hemlock gives a red sole leather and oak a light leather.

Valonia consists of the cups of the acorns of the common oak of Asia Minor, and is adapted to heavy skins or hides. In combination with oak or hemlock bark, it adds weight and firmness to sole leather.

Quebracho is the wood of a very tough South American tree. It has a high percentage of tannin and is used to a great extent, mixed with other materials. It gives a very red leather.

Gambier is a solid extract, derived from the leaves and twigs of an Eastern shrub. It is sold in cubes or bales. It has a bright yellow color and gives a soft and mellow tannage. It is used in the best grades of Russia calf and in combination with other materials in sole and upper leather.

Sumac comes from the leaves and small twigs of the Sumac plant. The best shrubs for tanning purposes are cultivated in Italy. It gives a soft tannage, excellent color, and durable leather. It is used largely in tanning furniture leather, book binding leather, etc., as it has little capacity for resisting water.

Other tanning materials used are Myrobalans (a dried fruit of various East Indian trees), Mangrove bark, Mimosa, and Palmetto root. Almost all vegetables that contain tannin in sufficient quantity for profitable extraction can be used to tan leather, though the tannin from each plant has properties peculiar to itself as to the color, softness, etc., of the leather produced. The tannin must be leached from the vegetable or bark by soaking in warm water, and the liquid thus obtained is concentrated and used for tanning.

The Theory of Tanning

Up to this point, the processes described have had for their object the removing of the hair, epidermis and flesh and the cleansing of the corium before its preparation for tanning into leather. Raw hide, when moist, is soft and pliable, but rapidly putrefies. If dried, it becomes very hard and stiff. The object of tanning is to produce a skin, which when dry, will be soft and strong, and not subject to decay. The tanning processes separate the fibres in the hide and coat or changes each one in such a way as to make it resistant to water and proof against decay.

Tanning of Sole Leather

Most sole leather is still tanned with liquors or extracts made from oak or hemlock bark or a combination of these. Sole leather is not pickled and is very seldom bated. After unhairing and fleshing the sides (for sole leather the hides are usually divided into two sides) are washed and then placed in a sulphuric acid solution to plump them and to remove whatever lime may be left in the pores. The hides are now hung on sticks in the hemlock or oak liquors for about a week and then taken out and laid flat in large pits. Between each layer is sprinkled a slight thickness of ground bark. Bark liquor is then run into the pits until the whole is covered over. The hides are left in the pits for several months, during which time they are removed from one pit to another or "handled" about four or five times.

When the leather has been tanned sufficiently it is taken out and rinsed in warm water, and then scrubbed to remove the deposits from the bark. All that remains to be done with sole leather is to work out the wrinkles and roll the hides. After being thoroughly dried and oiled off they are ready for sale. Some oak sole leather is scoured.

Sole leather is also tanned by the chrome process. Chrome sole leather is very strong, durable and light, but it cannot be polished on the edge and has an unattractive bluish-green color. Sole leather is sold by weight, except chrome sole, which is sold by area. A great number of dry hides are also imported from South America to be tanned into sole leather. Harness leather is tanned in practically the same way as sole leather, with hemlock or oak bark.

(To be concluded in July 15th issue.)

EXPORTS OF LEATHER AND MANUFACTURES OF, FROM CANADA (CANADIAN PRODUCE)

FISCAL YEAR ENDED MARCH 31, 1915

CLASSIFICATION	To United Kingdom		To United States		To Other Countries		Total Exports	
	Quantity	Value	Quantity	Value	Quantity	Value	Quantity	Value
	Lbs.	\$	Lbs.	\$	Lbs.	\$	Lbs.	\$
Leather and manufactures of:—								
Unmanufactured,—								
Sole leather.....	7,544,817	2,294,902	5,932,825	1,701,704	281,085	99,475	13,758,727	4,096,081
Upper leather.....	896,389	531,927	1,195,390	851,625	87,242	67,358	2,179,021	1,450,910
Leather, N.O.P.....	418,275	124,796	2,535,302	872,725	60,222	16,969	3,013,799	1,014,490
Total Unmanufactured.....	8,859,481	2,951,625	9,663,517	3,426,054	428,549	183,802	18,951,547	6,561,481
Manufactured,—								
Boots and shoes.....		32,725		104,188		51,171		188,084
Harness and saddlery.....		1,651,562		123,523		2,206,874		3,981,959
Other manufactures.....		33,768		40,455		1,552		75,765
Total Manufactured.....		1,718,055		268,156		2,259,597		4,245,808
Total leather and manufactures of.....		4,669,680		3,694,210		2,443,399		10,807,289

IMPORTS INTO CANADA FOR CONSUMPTION OF LEATHER AND MANUFACTURES OF

FISCAL YEAR ENDED MARCH 31, 1915.

CLASSIFICATION.	From United Kingdom	From United States	From Other Countries	Total Imports
Leather and manufactures of:—				
Unmanufactured,—				
Belting leather of all kinds.....	\$ 85,142	\$ 8,844		\$ 93,986
Calf, kid or goat, lamb and sheep skins, tanned.....	4,767	105,982		110,749
Calf, kid or goat, lamb and sheep skins, dressed, waxed or glazed.....	120,834	870,157	5,025	996,016
Glove leather, tanned or dressed, colored or uncolored, for use in the manufacture of gloves.....	19,225	517,647	4,710	541,582
Harness leather.....	8,541	50,058		58,599
Japanned, patent or enamelled leather and Morocco leather, and leather in imitation of Morocco leather.....	2,689	27,574	1,197	31,460
Skins for Morocco leather, tanned but not further manufactured.....	4,682	9,170		13,852
Sole leather.....	35,769	54,975	851	91,595
Tanners' scrap leather.....	5,338	10,976	17	16,331
Upper leather, not dressed, waxed or glazed.....	1,407	11,019		12,426
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.....	99,526	291,076	388	390,990
Other leather and skins, N.O.P.....	22,361	202,665	24	225,050
Other leather, dressed, waxed or glazed, etc., N.O.P.....	94,022	152,552	5,172	251,746
Total Unmanufactured.....	\$504,303	\$2,312,695	\$17,384	\$2,834,382
Manufactured,—				
Boots and shoes, slippers and insoles of leather, N.O.P.....	\$491,523	\$2,900,134	\$9,000	*\$3,400,657
Boots and shoes, pegged or wire fastened, with unstitched soles, close edged.....	59,692	18,560	42	78,294
Harness and saddlery, including horse boots.....	47,535	93,076	246	140,857
Leather belting.....	12,535	59,688	368	72,591
Other manufactures of leather and raw hide, N.O.P.....	70,263	458,704	3,164	532,131
Total Manufactured.....	\$681,548	\$3,530,162	\$12,820	\$4,224,530
Total leather and manufactures of.....	\$1,185,851	\$5,842,857	\$30,204	\$7,058,912

NOTE:—No statistics of quantities available.

* In fiscal year ending March 31st, 1914, the imports of boots and shoes were \$4,229,563.

(KEEP THESE TABLES FOR FURTHER REFERENCE)

What Co-operation Can Accomplish for Shoe Trade

Nobody Can Get Along as Well as He Might Without Reference to His Fellows—Don't Be a Snob in Business—Eschew Selfishness and Give any Progressive Movement a Pull Rather than a Kick—Some Pointed Facts on Organization.

The modern business association is the finest expression of the twentieth century idea of co-operation, says G. D. Crain, in "Shoe Findings."

The man who wants to progress nowadays does so largely as his neighbors progress. Each is his brother's keeper to the extent that each has the opportunity to assist the other; while all advance in the degree that co-operation is adopted as the policy of the trade. He profits most who serves best, and who gives most to the common cause.

Trade bodies have proved themselves. Their "raison d'être" is well established and understood, and the live business man, whether he be manufacturer, jobber or retailer, knows that the benefits of organized efforts far outweigh those reached by individual action, if an object of general interest is to be accomplished.

And the anomaly of it all is that by co-operating most vigorously for the accomplishment of objects in which all are interested, the ability of each to achieve success along individual lines is not at all reduced or interfered with. On the other hand, association work affects general conditions, and successful associations make the conditions for the individual efforts of its members more favorable than before. That explains why it is that the trades which are best organized have the most successful individual members.

Lessens Credit Losses and Legislation

Credit losses, for example, are a big handicap to every business man. One of the things that associations can bring about is a more thorough dissemination of credit

information and consequently a reduction of preventable losses of this kind. This is a matter of general interest, and when an association institutes a system of this kind it does not interfere with the successful operation of an individual business, but simply brings about a condition where profits are less likely to be absorbed in credit losses.

When legislation of an unfavorable nature threatens it is organized effort that can meet such a condition and eliminate it. The legislator is usually playing to the gallery, from reasons of necessity, and a single protest does not count much with him. But when an entire trade makes itself heard, and when he sees that it has numbers and influence—and especially numbers—he speedily listens to reason and gives ear to the arguments of those affected by the measure which has been proposed.

That this kind of work gets results which affect in a beneficial way the work of every member of the trade is obvious, and that association work therefore helps, instead of hinders, individual effort and accomplishments, is equally plain.

Outsiders Shirk "Paying the Freight"

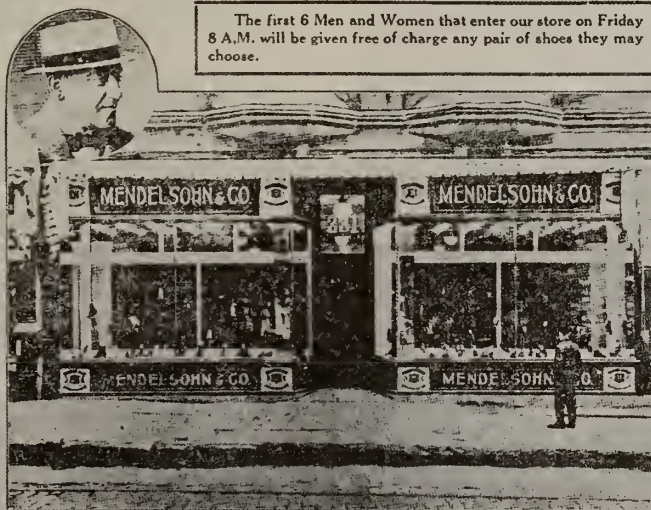
It is an interesting fact also that the man outside the association often benefits as much as the one in it, only he doesn't pay the freight. This is a peculiar form of selfishness, for the non-association member fails to realize that he is riding on a pass, as it were, or, to put it differently, is eating the bread produced by the hard labor of others. Don't be a free-rider, or partake of bread which has not been earned by the sweat of your brow. Get into the asso-

MENDELSON & CO., 231 St. Catherine St. West

FOOTWEAR FOR YOURSELF AND FAMILY
GREATEST POPULARITY PROVES MENDELSON & CO. BEST

Popularity along any merchandising line is only achieved through actual performance of every claim made.

Telephone:
Uptown 6137



Fullest investigation reveals that

Mendelsohn & Co. is the logical place to buy footwear for yourself and family.

Satisfaction guaranteed or your money refunded.

OPENING DAY FRIDAY, JUNE 18th at 8 a.m.

OPEN EVENINGS UNTIL 11 P.M.

231 ST. CATHERINE ST. WEST

Make Mother and Children Feel At Home in Your Store

Then With Your Stock, Help and Service up to the Mark You Will Capture a Growing Share of Footwear Trade of the Juveniles—Let one of Your Clerks Specialize on Children's Shoes and Children's Fitting—Women and Bairns Closely Associated in Buying.

JUST A FEW RULES

1. Systematize your methods for giving the customer personal attention.

2. Work for established trade—the woman who comes back with her children and says, "You know what Johnny and Nellie need."

3. Study the art of selling, especially as it applies to getting the confidence of the child's mother and the outline of the child's foot. Selling shoes is more than fitting shoes to the feet. It is appreciating what the transaction means to the child and to the parent, and then clearly showing that you have this appreciation.

4. Cooperate with every salesman or saleswoman in the handling of each individual sale—that is, the buyer must try to know what every clerk is doing and has done with every customer.

5. Maintain scientific service, if possible—have one or more clerks who know fitting from the anatomical standpoint. This is not costly.

6. Do not sell shoes that are cheap in the sense of poor values. Low-priced shoes are not necessarily cheap shoes. Create a clear policy regarding values, and live up to it.

7. Clean out stocks twice yearly at least, and do not sell "special purchase jobs" as regular stocks.

8. Plan to get an increase of so much each day over the sales of the corresponding day of the previous year.

9. Exchange unsatisfactory goods promptly, gracefully and willingly.

10. Advertise the openings of each season with a view to giving the season individuality from a selling standpoint. And advertise the department systematically with a view to reawakening new customers to the fact that you sell children's shoes.

11. If you have a special price shoe that you feature, live up to it the year around and sell all sizes in the line to any customer who wants to buy.

"Yes, we sell children's shoes here in connection with our men's and women's footwear lines. But we are not satisfied with the business we get. It takes a specialist to build up a profitable children's shoe trade. And we are not specialists, it seems. How do they do it in the big cities? I should like to know."

Such is the plaint and query of a shoe retailer in a medium-sized town. It is typical of the mental attitude of hundreds of other shoe managers in big and little centres, says the Shoe Section of the Dry Goods Economist.

Rules Laid Down Are Generalities

The average shoe man will reply: "easy to say but difficult to carry out." But the shoe dealer who is making a success of his children's business will not make such a reply. He will say, "These are exactly the lines I follow. But I suit the rules to the special conditions in my own field."

And if he is getting shoe business from the children and building shoe trade on the children's business he is just about carrying out the spirit, if not the letter, of the above precepts of the successful Gotham shoe buyer.

Now let us get down to brass tacks and, for the time being, ignore all the rules but three. Of these the most important is the first: personal attention to the customer.

What does this really mean? It means a very little and a very great deal.

When the customer—usually the parent or other adult person interested in the child's foot welfare—comes into the store she knows merely that she wants to buy shoes for little Ethel, or Mary, or Harry. If the child did not need the shoes she would never be in quest of children's shoes.

It is just here that the average shoe clerk in the store that does not make a specialty of children's shoes is likely to sidetrack himself with regard to the exact kinds of personal service called for by the adult purchaser of children's shoes.

Clerks must know how to start customers right. This brings us to the next rule which should be especially observed, viz.:

Study the art of selling as it specially applies to getting the confidence of the child's mother and the outline of the child's foot.

The child cannot tell as a grown-up can how the shoe feels, and neither the parent nor the clerk, in trying on the shoe can accurately ascertain whether it fits or does not fit.

The skillful fitter of children's feet, therefore, must know two things: shoes and their outlines, and children's feet and their peculiarities. This means that the clerk must have made and be still making a careful study of growing feet and shoes to fit them.

To meet this condition a store with only three or four clerks can permit one of them to specialize on children's shoes and children's fitting—though all the clerks may sell children's shoes. If the store carries sufficient stock of carefully bought goods for children, this special clerk can create a definite clientele on children's shoes and can make it grow.

Work for Steady Growth

This opens the way for the third rule we have specially selected from the list: Plan to get an increase of so much each day over the sales of the corresponding day of the previous year.

The gain may be small. Whatever it is, plan to get it.

How? That is a matter of where your store is, who your customers are and what kind of a department you have. The biggest children's shoe buyer enjoys no royal road to success. He just makes up his mind to draw children's shoe trade to his department, and does it.

First, he studies the clientele he is reaching in women's shoes. Women and children are closely associated in buying. He puts into his line, or lines, for children, the right kinds of shoes, and then advertises to parents that he can supply their children's footwear needs.

He usually describes in detail any special lines he carries for children, whether his own brands or nationally advertised shoes. He points out at the same time that he has the service to match the shoes. But he has the service before he advertises it. Then he goes to work on the clerk who must wait on the children's trade—to get one acquainted with the other. He develops the clerks with the children's trade and with the same care.

This reduces to a minimum the chances of losing a good shoe customer once she has seated herself and her children in the department.

After stocks, help and service have been as nearly as possible brought up to standard, the manager of the children's shoe department strives to create a child atmosphere in his department. He sees to it that children are made to feel at home—sees, too, that the feeling is based on a reality.

How Retailers Can Sell Findings by Bright Suggestions

It Is Not Necessary to Be Obnoxious or Importunate—A Publicity Plan that Made People Take Notice of Findings Feature of Shoe Business—Method Could Profitably Be Adopted by Footwear Dealers in Any Town or City Acting in Unison for Good of the Trade.

"I would like to put more energy into the sale of findings, but I'm afraid of annoying customers. It's something like when you go into a barber shop for a shave or a haircut and the barber makes a nuisance of himself by insisting on doing other things to you," declared a western shoe retailer the other day.

This philosophy is not new—I had heard the same thing before. Neither is it really sound, although it has some basis in reason. There is a possibility of annoying and even offending customers where proper judgment is not used. On the other hand, if findings are an attractive source of profit to the shoe merchant, he should not lie down on the proposition in the way of concluding that there is no safe plan of increasing sales, writes C. C. Johnson, of Columbus, Ohio, in "Shoe Findings."

I once had a bright young fellow working for me named Joe. My attention was called to the fact that he was having an unusually high batting average on the sale of findings. One day I summoned him on the carpet.

What Potentialities May Do

"Joe, we're glad to have our findings department show up well on volume of business," I began, "but I hope you're not making yourself obnoxious to the trade by over-per-sistency."

"I never ask anybody to buy any of these things," he replied with an innocent air.

"See here, Joe, leaving aside the matter of disrespect in trying to deceive your employer, you know what ultimately becomes of people who trifle with the truth."

Joe laughed. Then he told me his system. It made use of the potential mode. For instance, "If you should ever want to try out wearing an arch support, Mr. Brown, I think we have the best thing of the kind that's made," or "In case, Mrs. Jones, you should at any time want to soften up the leather in those shoes, drop in and let me show you what kind of dressing to use."

The Power of Polite Suggestion

To get the force of this, let us go back to the barber. Let us suppose he asks you if you don't want your hair shampooed. This seems to you to insinuate that you are going about with a dirty head and are perhaps so careless of your person as not to realize it. Your scalp begins to itch at the mere suggestion, though it may be clean, and while you might really desire this attention, your dignity is offended. You make some cutting retort about being quite capable of judging for yourself what you want done.

But suppose the barber should remark casually, "Any time you want a nice shampoo, I think you would like the way we give them." This form of approach, while inoffensive enough to have been milk-fed, has good suggestiveness. It puts you in mind of the thing, without dictation or insinuation. You conclude, possibly, that the barber has some pleasant, new way of giving a shampoo. You won't be really satisfied unless you try it.

Illustrating the Possibilities

To be sure, there is no close analogy between barbering and selling findings, but my brother dealer having made the comparison, I have tried to follow it up logically.

However, Joe and his methods are not what I started out to talk about. I have mentioned this instance merely to illustrate the possibilities which may lie in even a slight departure from the usual rut. I shall explain briefly a plan

which has helped to make our town one of the best for its size in the country, from the findings standpoint.

Counting the department stores, we have some ten important, downtown retail shoe outlets. In the aggregate we spend thousands of dollars for newspaper advertising. It occurred to us several years ago, in considering the matter in our retail association of stimulating the sale of findings, that a well written newspaper "story" would be valuable. The average person knows little about many of the articles which make up findings stock and its relation to the shoe trade. In view of our importance as advertisers, we felt that we could with good grace, ask the newspapers' assistance in this matter.

Made a Real Live Story

I was delegated to get together the material for the proposed story and act as press agent in the premises. The aim was to disguise the advertising purpose and make the effort of real interest to the reader. From the findings dealers and manufacturers I secured most of my data, but there were some facts I had to run down through the encyclopaedias. The story was written by one of the newspaper men under my direction and submitted to my approval before being printed.

As an illustration of the plan employed, in dealing with the shoe tree we told where and when it had originated, what kind of wood it was made of, and gave little details of manufacture. We explained the benefits of its use and gave some approximate statistics on the volume of output and the growing annual sales throughout the country. The subject of arch supports was handled in much the same way, as was also that of dressings, and so on through the list. It was amazing to me, when I got into the matter, how many interesting facts there were regarding even such an insignificant article as a shoe lace. Who knows the origin of the shoestring, or is acquainted with the facts of its evolution?

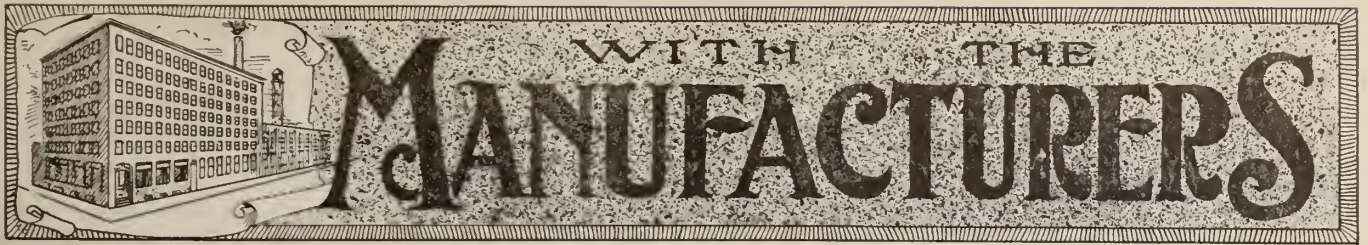
The editor of the leading newspaper to whom I submitted the story was glad to use it for a feature of the Sunday edition. He said it was good stuff, which he would be willing to pay for, if necessary. The same material was used in the other papers in a little different form. Thus the subject of findings was brought to the attention of the whole town in a very attractive, suggestive way.

Business Began to Boom

We all got immediate results. It was a common thing for a customer to make some such remark as "Say, I was reading in the paper that an arch support helps to keep your feet from getting tired. Do you think there is anything in it? Do you handle them?"

Since that time, about the beginning of each spring and fall season, I have seen to getting in the papers a shorter contribution exploiting findings. Mention would be made of any new articles that had come in, and of the growing popularity of certain others with which the public was acquainted. My tone assumed, as a matter of course, that the trade, on the ground of economy and refinement, was interested. Some of us would have one of these efforts printed in leaflet form, giving credit to the newspaper and using the leaflet as a package enclosure. This I felt to be very effective.

The plan I have tried to outline is one of several we employed to make the public sit up and take notice on the findings feature of our business. I figure that I am several thousand dollars ahead on the game.



ARE BUSY ON WAR ORDERS

Ames-Holden-McCreedy, Limited, report that their factories are busy on war orders for the Canadian soldiers. These orders are a portion of those recently placed with various Canadian manufacturers by the War Purchasing Commission at Ottawa for Canadian troops now being outfitted. This company have submitted a new pattern of army boot to the Government, which has been approved and adopted as being the most suitable in point of fitting, comfort and wearing qualities for the requirements of our Canadian soldiers. The boot in question is made of tan calfskin with double soles and Goodyear welt sewn, and a steel plate on the heel. It is expected that further orders will be placed at an early date, not only for the soldiers now being trained at home, but also for Canadians at the front who are requiring more boots and who, it is understood, much prefer the Canadian boot for comfort and service. Such action on the part of the authorities will be much appreciated by Canadian labor.

* * *

FEWER SHOES BEING IMPORTED

The imports of boots and shoes, slippers and insoles, from the United States into Canada from 1910 to 1915, according to returns furnished by the Department of Trade and Commerce, Ottawa, for each fiscal year, are:

1910	\$1,323,583
1911	1,754,500
1912	2,422,264
1913	3,547,503
1914	3,595,695
1915	2,900,134

These figures are for the fiscal year ending on March 31st.

The importations of boots and shoes into Canada from Great Britain also furnish an interesting comparison. Here they are for the last six years:

1910	\$182,485
1911	316,894
1912	387,720
1913	542,848
1914	655,641
1915	491,523

* * *

SHOE STOCK PRICES GO UP

The war has a tendency to force up the prices of shoe stock that is made of all leather, and as a consequence that increases the demand for substitutes for leather. For instance, sole leather and heavy side leather are now at new record high prices, because European armies are consuming such enormous quantities of it, and are taking so much of it from American markets. Hence sole leather counters are much higher in price. So shoe manufacturers are calling for more counters of pigskin, piece leather and canvas and fibre. The war's demand for splits is so large that some manufacturers of shoe stock made of split leather are curtailing their production. Splits suitable for insoles, box toes and other shoe stock are at new record high prices. Several manufacturers are using felt and gum and celluloid box toes, and insoles of canvas covered with leather. It happens that the supply of leather board, suitable for heels, is both abundant and cheap. One reason for this is that



F. M. MORGAN, OF EDMONTON, WHO WAS RECENTLY APPOINTED MANAGER WINNIPEG BRANCH AMES-HOLDEN-McCREADY LIMITED.



E. P. HALL, OF WINNIPEG, WHO IS THE NEW MANAGER OF THE EDMONTON BRANCH OF AMES-HOLDEN-McCREADY LIMITED.



S. E. DIAMOND, LATE MANAGER AT WINNIPEG, WHO IS NOW SECRETARY IN REGINA OF CANADIAN CREDIT MEN'S ASSOCIATION.

European war bureaus are not buying any leather board. They insist upon heels of solid leather.—Hide and Leather.

* * *

FIRM FAITH IN THE FUTURE

The annual meeting of the Hartt Boot and Shoe Co., Limited, of Fredericton, N.B., was held on June 16th. The president, J. D. Palmer, said that while there had been a falling off in the company's business because of the war,



J. A. REID, VICE-PRESIDENT OF THE HARTT BOOT AND SHOE CO. LIMITED, FREDERICTON, N.B.

this had been anticipated owing to unsettled industrial conditions. The company did not look for any great improvement this year, but would continue to manufacture their products for the markets now open. The officers were re-elected for the following year as follows: President, J. D. Palmer; vice-president, J. A. Reid; secretary-treasurer, J. W. McCready. The old board of directors was also re-elected.

* * *

WINDING UP OF LEATHER FIRM

Liquidation proceedings opened in the Practice Court, Montreal, recently, for the winding up of the firm of F. Galibert & Co., leather manufacturers, Parthenais street. The liabilities are said to total about \$250,000; while the assets, including the value of the property, the stock, book debts and machinery, are set at about \$350,000. The principal creditor is the Bank of Hochelaga, which hold a claim for \$154,000, secured by a mortgage on the property, taken two or three years ago. The value set upon the property at that time by two firms, the Canadian Appraisal Company and the House of Brown, Limited, was \$180,000. Senator F. L. Beique, appearing for the bank, asked that Charles de Tonnoncour be appointed liquidator. The demand for winding up was made at the instance of F. H. Phelan, coal merchant, creditor for about \$4,000. Among other creditors is the Boston firm of Day Gormily, leather dealers, who claim \$6,604. The majority of the stock of the Galibert firm is held by F. Galibert.

* * *

A NEW BOTTOM FILLER

An improved cork filler for shoes has recently been placed on the market, that is claimed to spread more easily in the shoe, remain flexible longer and go about 20 per cent. further than any other filler. When applied, it makes a

neat looking job and does not crack and break up easily. This filler is made entirely of ground cork—no substitutes, and does not creep nor crawl, but gives a firm and very flexible bottom. Nor does the filler contain any oils or greases that will penetrate through the inner sole, spoiling the appearance of the inner sole and causing discomfort to the wearer of the shoe. The firm putting out this filler also supplies kettles for applying the filler to the shoes. In price this article compares favorably with other fillers and gives much better service.

* * *

THEY KEEP RIGHT ON WINNING

In a schedule ball game played on June 26th, the Kingsbury Footwear Co. team of the Maisonneuve Baseball League, defeated the Jas. Muir Co. nine by a score of 18-0. Provost of the Kingsbury bunch pitched air-tight ball allowing only one hit; a large crowd attended the game. Following is the score by winnings:

	1	2	3	4	5	6	7	8	9	R.H.E.
Kingsbury	4	0	0	5	0	7	1	1	x	18-16-1
Jas. Muir Co.	0	0	0	0	0	0	0	0	0	0-0-1-2

* * *

THE SPINNING OF A LACE

Everywhere we hear the cry not only of the scarcity of leather laces but of their cost. There may be more cry than wool, but, as to the cost, there can be no question. Laces, like everything else, are dear. It has been suggested that the old method of spinning laces should be revived and an old industry re-established, and at the same time provide employment for old men. The spinning of a lace is, or may be, quite unknown to the present generation. It consisted of making use of small pieces of leather which were otherwise designated as patches, by cutting them into laces. These pieces were roughly rounded. A knife was stuck into a block, and many and various devices were used to enable the operator to spin the small patch into a string or a lace. The only objection to a leather lace formed in this way was that it had not the tensile strength of a straight-cut lace; further, that it only looked well when it was rounded or rolled. But the obstacle in the way of the proposal to reintroduce this form of lace is that it is difficult to get the pieces. Wax calf, the most suitable material, is in poor and short supply. It is a leather which, like some other things, has gone out to come in again. Waxed kip is a little more plentiful, but it is not to be found in the quantities needed to found an industry for spinning laces worthy of the name. And if we did, the industry would fade after the war, because the leather lace in anything but a strong boot looks out of place, and when the military fever is over the leather lace trade will assuredly revert to normal conditions.—Boot and Shoe Trades Journal.

* * *

A NEW FIBRE SOLE

Another noteworthy advance has been made in the construction of a vegetable leather sole. This sole is known as the "Ox-lite" and is made from a stock lighter than leather, and yet more firm than rubber, combining all the good qualities of both leather and rubber, together with other good qualities not found in either. The Ox-lite sole can be made in any thickness, is waterproof, and is easily stitched, if necessary, seven stitches to the inch. It is claimed that it has none of the tendency to "draw" the feet, found in ordinary rubber soles. Also, it eliminates the necessity of the leather tip which would frequently crack off, causing disaster to both the wearer and the sole. With leather prices soaring and but small prospect of getting a better price from the consumer, manufacturers have been looking for a reliable sole which would serve as a substitute. In "Ox-lite" the problem is solved. Shoe men have for some time been asking for a light weight sole of high quality.

Should Be Able to Get "Cost" Out of Army Shoes

Canadian Manufacturers Discuss New Specifications and Attitude of Militia Department—More Firms Decline Orders on the Ground That They Cannot Come Out Even—Others Contend that Boot can be Made for \$4.10

Difference of opinion there will always be and army shoe prices are no exception to the rule. More contracts have been awarded on the new boot according to the new specification, the price being \$4.10, while other firms have turned down the offer. The situation remains very much unchanged.

The observations on the question in the last issue of the *SHOE AND LEATHER JOURNAL* aroused much interest among manufacturers. A leading firm in the east write that while they have declined an order from the Department of Militia and Defence for army shoes at \$4.10, they have no inclination at the present time of entering into a controversy regarding their reason therefor. The firm add:

"The War Purchasing Commission state that they can buy their requirements of these boots at \$4.10 per pair, and if they are being supplied with boots made equal to the specifications, we consider it would be a breach of business courtesy on our part, at the present time, to publicly criticise their action.

"Permit us to add we feel that, while you mean well, you are working along the wrong lines to improve the solution of this problem."

Should Pay a Fair Price

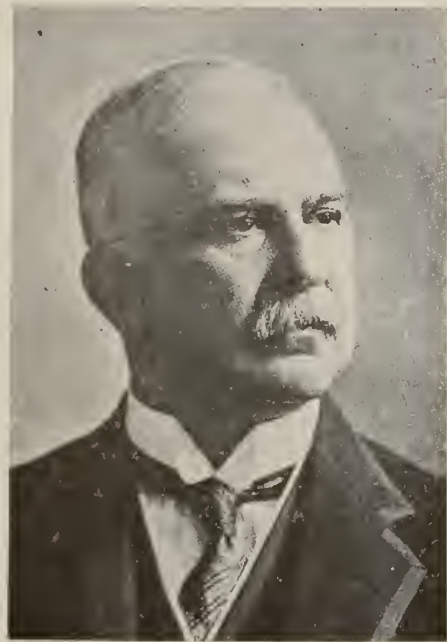
The Brandon Shoe Co., of Brantford, Ont., endorse the opinions expressed in these columns regarding the price being too low, and state they received the specifications and a sample shoe. A. Brandon, managing director of the company, who is also chairman of the Ontario Boot and Shoe Manufacturers' Association, remarks: "We went over the shoe very carefully and found they added many extras to the shoe, changed the specifications from the old to the new and put an outside pocket which means added expense to the shoe. At the same time, they did not want to pay for the extras on the boot. After due consideration, we advised them that the best we could do was \$4.40 if they wished good shoes, as we hoped they did. We believe that the soldiers should get the best that money can buy. Evidently the point is how cheap they can get the shoes, and still demand good shoes. Under these conditions, we had to refuse the order. We believe others have turned the order down, but we are not able to vouch for them. We think in fairness to the manufacturers and in consideration of what they went through during the investigation in January and February, the Commission should pay us our price so that we can make a small margin on the shoes, and give the soldiers the best that we can produce."

Should Get Cost Out of Boots

The Amherst Boot and Shoe Co., of Amherst, N. S., are another widely known concern who recently declined an order for army boots according to the latest specifications, on the ground that they could not produce the boot such as is specified, for the price (\$4.10) offered. The Amherst Boot and Shoe Company, of which C. S. Sutherland is manager, says:

"We accepted one order to the former specification at \$4.10, which enabled us to break about even on the business, but the new specification will not admit of that price as there are a number of changes, all of which add to the cost of the boot. While we do not look for much profit on orders of this kind yet we feel that we should get, at least, cost out of them. We could take care of an order

at the present time very nicely indeed, and it would enable us to keep our employees at work during these strenuous times. The Department of Militia has already made three or four changes in the specification of the boots, for as many issues, and probably will continue experimenting, all of which involves extra expense to the manufacturer in the way of new lasts, patterns, etc. The color line seems



HON. A. E. KEMP, CHAIRMAN OF THE WAR PURCHASE COMMISSION, OTTAWA

to be drawn also. One firm, at least, who submitted a sample of the same shade of winter calf as they had formerly supplied, were told their sample was not acceptable on account of being too dark a tan, and notwithstanding that the order was a rush one and the firm in question had the leather on hand to begin work immediately, yet they were compelled to go outside and buy a leather of a slightly lighter tan before they were allowed to go on with the contract, thus involving delay and extra expense. Surely this is splitting hairs. The first time the boots are worn in wet and mud and have an application of waterproof dressing the matter of color will not count for much. The shoe manufacturers of this country have been subjected to a large amount of hostile criticism by the press and the public in general. By making these military boots their reputation is at stake and they cannot afford to give anything but the best, nor do they want to. Why shouldn't they, therefore, be paid a fair price for their product the same as is accorded the manufacturers in other lines? In my opinion we should get \$4.50 per pair for this boot, to be made according to the latest specification, in order to give us a very small margin of profit."

Some Statements for Sweeping

The Perth Shoe Co., of Perth, Ont., state they have accepted an order for 10,000 pairs of men's army bluchers,

(Continued on page 36)

NEW POSITION FOR MR. PACE



C. S. Pace, who was recently appointed manager of the shoe department of J. F. Cairns departmental store, Saskatoon, is widely known in the shoe business, and in every way well qualified for his new post. He succeeds Walter Homitz, who has been in charge of the shoe department for Mr. Cairns for some years, but has returned to Chicago. Previous

to going west, Mr. Pace was manager of the large retail store of L. Higgins & Co., Moncton, N.B., and learned his trade in Halifax. In Saskatoon he was in the retail shoe business on his own behalf for over a year, and just as things were going along splendidly his premises were visited by a fire, which cleaned out the entire stock and fixtures and resulted in a very heavy loss. For some time past Mr. Pace has been in the service of Harley Henry, retail dealer, Saskatoon. He is a thoroughly experienced shoeman and has had a wide experience in buying and selling.

HE IS ENJOYING LIFE IN THE OPEN

Mr. James Robinson, of Montreal, has returned from his sojourn in the South a new man. He has practically regained his normal weight and the most of his old spirits. He has the old twinkle in his eye and the hitch in his mouth when he spins one of his funny stories. He has no intention, however, of returning to business, which he has left entirely in the hands of Mr. George Robinson, who has handled the details of the concern for the past two or three years, as well as the outside affairs of his father, to a very large extent. Mr. Robinson is sticking to the outdoor life, principally golf, and they say he puts more enthusiasm into the game than any man in Montreal, with an occasional picturesqueness that reminds one of an old college friend, Jim Young.

PORTER STOCKS BRING HIGH FIGURES

The shoe stocks of J. H. Porter, shoe retailer, of Toronto, who made an assignment some time ago to A. S. Crighton, of the Canadian Credit Men's Association, were sold at auction by Suckling & Co., 76 Wellington street west, Toronto, on June 23rd. There was a large attendance of leading buyers from various parts of the province, the auction room being crowded with representatives of the shoe and leather trade. The first stock offered for sale was the one at 1346 Queen street west, Toronto, valued at \$7,325.24. The bidding started at 50c. and the figure rose rapidly, until 79c. was reached, when A. J. Smith was declared the buyer. The stock at 947 Bloor street west, amounting to \$6,818.18, also elicited a lively competition in the matter of bids. It was finally knocked down to M. B. Young, shoe retailer, 942 Bloor street west, at 78c. on the dollar. The stock of the largest of the Porter shoe stores, located at the corner of Yonge and Shuter streets, was next offered. This stock amounted to \$41,366, consisting of men's and boys' boots \$15,086, women's boots \$19,890, chil-

dren's and misses' boots \$1,848, silk hose, findings and sundries \$2,036, and fixtures \$2,504.

Mr. Suckling announced that in his long career as a trade auctioneer, this was the largest and most important retail stock in footwear that he had ever put up for sale in Toronto. True, there had been some heavier stocks in a wholesale way, but none in the retail line. He spoke of the advantage of the store's location and of the splendid selection of goods and called for offers. The bidding started at about 60c., ran up to 70c., and there was a delay for a little time. Then quarter cent offers began coming in and slowly the figure was raised until it mounted to 75c. Then Walter Powell, shoe retailer, 1682 Dundas street, jumped the quotation to 75¼c. and secured the stock. It is understood that Mr. Powell will have a clearing sale of this immense collection of goods. The Porter creditors are well satisfied with the high figures realized by the assignee and the inspectors.

JOINS RANKS OF BENEDICTS

Angus M. Reid, manager of the Regal Shoe Store, Saskatoon, Sask., was recently married to Miss Mary A. Guinan, and spent a few days in Calgary and Banff on a honeymoon. Mr. Reid has been in the west for about seven years, and previous to taking charge of the Regal Shoe Store in Saskatoon for Clinkskills, Limited, was with



the MacLeod Co., Limited, of Prince Albert, and the Royal Shoe Store of Saskatoon. Many friends will extend hearty congratulations.

DAILY GATHERINGS ARE OF INTEREST

The "Canadian Consolidated" is nothing if not democratic. One of the daily features of interest with this large concern is the regular gathering for luncheon of its executive office staff with the employees, on the upper floor of its administration building. The President and other officials take their place side by side with the others, the tables being presided over by employees in regular rotation, who thus learn to carve and perform the other customary functions of the host. A nominal fee is charged for membership and the company makes up any deficit. Animated discussion takes place on topics of interest, business and otherwise, and a special table being provided for the ladies—they no doubt, discuss what they please.

It is only by Labor that Thought can be made healthy. It is only by Thought that Labor can be made happy, and the two cannot be separated with impunity.—John Ruskin.

IF YOU KICK, KICK INTELLIGENTLY

"I like a kicker or a knocker, or even a grouch, if there is some reason or ray of intelligence in his knocking," remarked a leading Winnipeg shoeman the other day. "Anybody can criticise, and there is much to be learned from criticism, and even kicking, providing the person who does it will give the retailer certain points or definite information.

"For instance, if a man comes into me with a broad, sweeping assertion that my shoes are no "darned good" or they are "rotten," and I ask him wherein they are at fault, and he replies, 'They are no good, I tell you, and that is all there is about it,' I can learn little or nothing from such a self-centred, selfish and even stupid individual. But if a customer will come and tell me that the stitching is faulty, the counters will not stand up, the box toes have shrunk, the hooks have pulled out, or there has been a flaw in the in-seam, the linings are poor or the leather has cracked, or something of that character, it affords the dealer a chance to inquire into and remedy the complaint. If it is clearly the fault of the factory, he can get redress and make a rebate to the customer. But it is the party with the general wholesale denunciation, without getting down to any details or facts, and not affording the merchant a chance to make good any shortcomings, who is no use to myself or anyone else.

"I know of no live merchant who does not welcome kindly, instructive criticism. He can profit very much by it; in fact, it often enables him to see himself in a new light and to correct certain weaknesses in his service, store, equipment, selling force, method of handling goods, or the kind that he buys. We can profit a great deal from the kicks," he concluded, "but the kicks should have something specific about them. Any progressive business man is open to receive suggestions and new ideas, but when a customer comes in in a towering fit of rage and displays a lot of hot air, vile temper and disconnected jargon, little good results to either

"Another thing to remember is that it is easy to knock, but it is quite another matter to build up. It is too bad that more of those who have their hammers out striking indiscriminately, do not have to carry in the other hand a trowel, with which to build up what they dismantle. They would then be less disposed to strike blows right and left without just cause."

PROFITS FELL OFF CONSIDERABLY

The effect of a combination of high prices for raw materials and a reduced volume of business on profits in the boot and shoe industry of Canada within the past year is illustrated in the financial statement for the twelve months ended April 30th, submitted to the shareholders of Ames-Holden-McCreedy, Limited, at the annual meeting held in Montreal recently. As compared with net profits before bond interest of \$307,598 in 1913-14 and \$331,390 in 1912-13, the company reported \$120,496 for the year recently ended.

Actually the profit reported in the statement was \$215,672, but that was before the deduction of interest on bank loans, amounting to a net sum of \$95,176, a charge deducted prior to bringing forward net profits in previous years. A more interesting and convincing comparison would be possible were data available as to the bank interest charges in 1914 and 1913. What is clear, however, is that after deducting interest on bank loans the balance available for bond interest was \$187,102, or approximately 60 per cent., lower than the previous year.

Notwithstanding the smaller amount available for distribution, the company wrote off for the year on much the same scale as last year. A sum of \$44,093 was written off for bad debts, only about \$3,600 less than a year ago,

and \$86,782 was set aside for depreciation. A year ago the depreciation allowance was \$20,000, apart from \$86,769 taken from the previous year's profit and loss balance. An extra deduction is \$15,200 under the head of organization expenses. One quarterly dividend of \$43,750 was paid. That covered the three months to June 30th—one month falling within the old year and two within the year under review.

After bond interest the company had a balance of \$62,996 at its disposal out of the year's earnings. The bad debts, depreciation, organization expense and dividend allowances took in all \$189,825, leaving \$126,829 to be made up out of profit and loss surplus. That surplus, which stood at \$157,714 a year ago, is now \$30,885. Comparisons of profit and loss figures for three years follow:

	1915.	1914.	1913.
Profits	\$215,672
Bank interest ..	95,176
Net profits	\$120,496	\$307,598	\$331,390
Bond interest ..	57,500	58,700	60,000
Balance	\$62,996	\$248,898	\$271,390
Bad debts	44,093	47,602
Balance	\$18,903	\$201,296	\$271,390
Depreciation ..	86,782	20,000	25,817
Balance	*\$67,879	\$181,296	\$245,572
Pfd. dividend ..	43,750	175,000	175,000
Balance	*\$111,629	\$6,296	\$70,572
Organ. expense.	15,200
Balance	*\$126,829	\$6,296	\$70,572
Prev. balance ..	157,714	**151,418	168,716
Surplus	\$30,885	\$157,714	\$239,288

*—Deficit.

**—After deducting \$86,769 written off for depreciation.

The company's balance sheet was not available for distribution at the recent meeting. It is understood that no material change is shown in the principal items as compared with a year ago.

"The outlook is not discouraging," said Mr. D. L. McGibbon, president, in his address to shareholders. Referring to the results of the Ottawa enquiry, he continued: "Our good name has been cleared; additional orders from the Canadian Government are now being filled and further orders are expected; orders from foreign governments are being negotiated and favorable results are hoped for. The company's products have been strengthened and improved in all lines and appreciation by the dealers has already been noticed by the opening of new accounts."

In an extensive review of trade conditions, the president pointed out that when war broke out the company's travelers were preparing for their trips for spring business. Orders were at once greatly curtailed and, further, the company had to exercise great caution in extending credit in the case of such business as did offer.

Mr. McGibbon spoke bitterly of the "scurrilous and unjustifiable campaign which was carried on by certain newspapers and individuals against the manufacturers who had furnished boots for the Canadian soldiers."

This campaign operated against business in two ways, first, in creating a prejudice against Canadian boots in the home trade, and second in blocking business from foreign governments.

Should Get "Cost" Out of Army Shoes

(Continued from page 33)

according to the latest specifications, at \$4.10 per pair, and are now filling the order. G. H. Ansley, manager of the company, takes exception to the observations in the last issue of the SHOE AND LEATHER JOURNAL in the following letter:

"We notice an article on page 19 of your issue of June 15th which, because of the sweeping assertion that 'no manufacturer can build the boot such as the Government requires, put in the best stock, give honest work in every detail, and come out clear,' seems to call for correction. I am afraid we will have to say that the gentleman who made this statement to you, while undoubtedly honest in his intention of telling the truth, was perhaps a little too severe.

"We find the margin over cost is very small; that we will admit. At the same time, this factory can produce the boot according to Government specifications and our directors are quite willing to do their 'bit,' believing that this is not the time to quibble over the amount of the profit. You will understand this is not a criticism, but because we have accepted an army boot order and because you have published the statement as above mentioned, we must point out to you that the statement is not absolutely correct, at all events in so far as this factory is concerned.

"In the first place, we have already made and delivered to the Government over three thousand pairs of army boots upon which no complaint has been made and but five pairs were returned, three of these pairs being mismated in the tying together. The quantity we have made is sufficient to enable us to know what we are figuring on, and while we cannot say that the figures on page 20, issue of June 15th, are correct, as applied to some factories, they do not entirely apply to this factory.

"We surely do not wish to criticize the general tone of your article, but we believe some of the statements are far too sweeping and should not be understood to apply to all factories."

Another Firm Declines Order

"According to new specifications, at \$4.10 per pair, our experience has proved that the boots can be barely made for this figure and leave the manufacturer anything to cover possible rejections, profits, to say nothing about a depreciation charge against patterns, lasts, plant, machinery, etc.," say the Murray Shoe Co., London. "We would like to call your attention to the fact that late in 1914 the Department paid \$4.10 per pair for army boots according to the old specifications with inside counter pocket and double soles. As close as we can figure, new specifications will add 50c. per pair to the cost of the old. We hardly think the Department can expect the manufacturer to sell the goods at cost price, and in our opinion the Government should pay \$4.75 per pair; although in declining an offer the Department has made, we asked \$4.40 per pair, and at that figure we would barely have broken even. As to whether the Government should not supply lasts and patterns if they insist on uniformity and standard types, we think they should."

From One Who Knows

Frank H. Hurlburt, of the Carey Shoe Co., Barrie, writes the SHOE AND LEATHER JOURNAL: "As there has been so much discussion and difference of opinion regarding the quality of boots supplied by the Canadian Government to the first Overseas Canadian Contingent, the enclosed letter from W. S. Robb, who had full charge of our repair de-

partment before going to the front, might be of some interest.

"Mr. Robb is a practical shoe maker, and knows a shoe from A to Z. I hope this information, coming first hand directly from the seat of war, from one who knows what he is talking about, may be of some interest."

Here is Mr. Robb's opinion: "Now a word about the Canadian boots. I see there was a court of enquiry in Canada over them. We are issued out with the English make of boot now, and as far as the Canadian Contingent is concerned, they are disliked. The first issue of Canadian boots was A1. We at the front know that now, and the men would give any money to get them back again. The second issue of Canadian boots had certainly poor sole stock in them, but after being repaired, were far superior to the English make for a marching boot. If any of the Third Contingent see this, let them hang on to their Canadian boots like grim death. We have proved their worth, no matter what may be said to the contrary in Canada."

Difficult to Come Out Even

Another leading firm, who accepted an order for several thousand pairs, write that business in the men's Good-year line being quiet for some time, they took an order from Ottawa for the new type of army shoe at \$4.10 per pair, although their estimate on the same showed that it would be difficult to come out even. The firm add: "In calling for heavy winter calf the Government place the manufacturers under a handicap, as since the war began the tanners have been unable to import any heavy calf skins, and to-day there is virtually only one tanner that has any quantity of heavy skins. We are having difficulty in getting weight and quality required and stock is cutting in actual figures considerably over our estimate. We are following specifications very closely and in doing so there is a lot of leather in each skin that is not suitable for this boot. Our opinion is that a good, well tanned heavy side leather would give better service than calf leather. As the shoe calls for a special last, which will be of no service but for military shoes, it would not pay any manufacturer to go to the expense of fitting up lasts and patterns for a few thousand pairs. In estimating our cost we cut down overhead considerably and were satisfied with a very small profit, even less than we get from the jobbers, and would not care to consider a further order for less than \$4.25."

Best Army Shoe in the World

Another influential eastern firm declare that many wrong statements have been made in regard to the army shoe specifications, prices and lack of profit, and that the present is no time to enter into a controversy. The president of the concern says the boot, that the Militia Department is now calling for, according to the new specifications, is certainly an expensive one, but it is "undoubtedly the best army boot in the world." Every thing has been provided for and if the specifications are strictly lived up to, the footwear for the militia will be a credit to the shoe manufacturers of the Dominion. "There is a great amount of hand shoemaking to be done on every pair, and with that and the expensive upper pattern, along with the very best called for in the specifications, the price is certainly too low. For the new army blucher, if side leather could be employed, \$4.10 would be a fair figure, but for calf skin, the price should be at least, \$4.30. I think the majority of manufacturers are of the same opinion."

Why They Took an Order

A firm in Ontario who are completing an order for several thousand pairs, in speaking of the price offered by

the Militia Department, declare: "We certainly think that the Government are not paying enough for the shoe they require the manufacturer to make. The shoe as specified, in our opinion, will not be more serviceable than shoes that can be made to wear just as well and give just as good satisfaction for a good deal less money and could be made also to give a living margin. The price they are paying, namely, \$4.10, with every care being exercised, will bring back most likely to the manufacturer the money he puts into it, but, will have no profit in it to provide against any unforeseen losses. The shoe, we think, should bring \$4.25 or \$4.35 a pair. As it stands now, the tanner and the United Shoe Machinery Company or the men supplying the findings, will be the men who reap the benefit. Of course, some may say that the shoe manufacturer should turn the order down. Some have done it, but, others wish to keep their men employed and are taking it for the purpose only, realizing that if the money laid out is returned to them it will be all there is in it. This is, we understand, the opinion of the shoe manufacturers in general."

French Army Boots

News has arrived from France to the Montreal Manufacturers' Association asking them to forward further samples from each manufacturer in the association as soon as possible. These samples were ready last month, when Alex. R. Angus, of the Ames-Holden-McCreedy Co., of Montreal, took charge of them and sailed from New York to France. Mr. Angus will personally deliver the samples. In this connection it is stated that influence in Ottawa is being brought to bear with the French Government to place this order in Canada and the manufacturers' representative will be assisted in every possible way by the Canadian Commissioner in Paris. So confident are the interested shoe men of getting the order that they have had one of their number in the States making inquiries as to upper and cut bottom stock.

NEWS NOTES FROM QUEBEC CITY

Many jobbers have been in town during the past few days and have placed good orders.

J. M. Stobo has prepared several new samples which are much admired and appreciated by the trade.

Messrs. Tardif & Plamondon, formerly of the staff of the L. Gauthier Co., have opened an accounting office.

Gale Bros. have installed a complete sprinkler system throughout their factory, which is of the very latest type.

The Tally-Ho Shoe Co., Limited, shoe jobbers, have opened a branch on St. Valier street over the premises of Lucien Borne.

Tourigny & Marois are making several improvements to their factory grounds. New cement walks have been laid and their yard has been paved with brick.

J. Jacques, salesman for J. B. Drolet, Limited, reports that business is very good and that the country dealers are in good shape. The firm have received a large number of orders.

Rene Lemay, architect, of Quebec, who prepared the plans for Tourigny & Marois's new factory, died on the 27th inst. He was a brother-in-law of M. Wilbrod and Arthur Richard, leather merchant of this city.

Herbert Gale, of Gale Bros., shoe manufacturers, was married recently to Mrs. Frederick Hard, of Southsea, England. The ceremony took place in New York City on June 21st. Rev. C. F. Reisner, of Grace Methodist Episcopal Church, was the officiating clergyman. Many friends will extend their felicitations.

TORONTO SHOE RETAILERS MEET

The work of organizing the shoe retailers of Toronto has proceeded quietly but effectively during the past few months. The task has been taken up by the dealers themselves and certain men have devoted a portion of their time each week to furthering the organization. There has been no shout raised and no circus methods adopted. Each dealer has paid in his two dollar fee, just to become a member. The acting treasurer reports that he now has 120 names on his list, and that the first year's membership dues has been paid in each case. This is practically three-fourths of the exclusive shoe stores in Toronto, and the work is by no means yet complete. Quiet efforts in organizing have been going on and the first meeting of the members



HOWARD C. BLACHFORD, PRESIDENT OF THE ASSOCIATION.

of the new association was held in the Temple Building, Toronto on Wednesday, July 7th.

There was a large and enthusiastic attendance, over 100 retail shoe dealers present. The officers elected were:

President, Howard C. Blachford.

Vice-President, Walter Burnill.

Secretary, Ed. Cook.

Treasurer, J. C. Budreo.

Executive Committee, Jos. Johnson, T. H. Bigwood, A. Levy, Geo. Chambers and F. H. Guinivan.

It was agreed that a meeting of the executive should be called at an early date to decide upon a name for the association, to draft a constitution and by-laws and to fix upon dates on which regular meetings will be held. The organization gathering was confined strictly to members of the trade who have already joined the association. It is expected that the future sessions will be open, that matters of vital concern will be discussed and many problems considered for the good and welfare of the craft.

The officers elected are all live, progressive shoemen who have the best interests of the business at heart and no doubt, under their direction and executive ability everything will progress favorably.

At the inaugural meeting, J. H. Shinnick presided, and a hearty vote of thanks was tendered the organization committee for their energetic and thorough work. The members of this committee are J. C. Budreo, C. C. Allan, Jos. Johnson, J. H. Shinnick and Ed. Cook. THE SHOE AND LEATHER JOURNAL wishes the association every success.

NEW DEPARTMENT IN SHOE STORE

In line with all progressive shoe establishments in the larger cities across the border, the old established shoe firm of H. and C. Blachford, Limited, 286-288 Yonge street, Toronto, have opened an orthopedic department, which is in charge of R. J. Orr, a widely known expert in fitting, who has made a special study of the anatomy of the foot. Mr. Orr has a neatly fitted up office finished in white enamel, on the first floor, and a large number of persons have already consulted him on subjects pertaining to pedal comfort, the consultation being free. All the latest appliances for the welfare of the feet are kept in this department, but in the treatment of any ailments no knife is used. Mr. Orr is a Toronto boy and began his connection with the shoe trade about seventeen years ago with the St. Leger Shoe Co., remaining with them four years. Go-



R. J. ORR, TORONTO

ing west, he gained an extended experience with W. T. Devlin, Winnipeg; Adams Bros., Brandon; the Avenue Shoe Store and Yale Shoe Store, Winnipeg. Later, he was with Marshall Field & Co., of Chicago, and for some time, had charge of the orthopedic department of "The Fair" in that city. Previous to coming to Toronto recently, Mr. Orr was on the staff of the Walk-Over Boot Shop in Detroit. A large business has already been developed in the new orthopedic department of the Blachford establishment. Attention has been called to it through newspaper advertisements, window cards, and literature enclosed in cartons, or sent through the mails. One notice which affords an idea of the work of the department, reads as follows:

FOOT COMFORT ASSURED

Always alive to the interests of our customers, and realizing the fact that so many people are suffering from one or more foot ailments we have opened an orthopedic department in connection with our store under the personal management of Mr. R. J. Orr, a foot specialist, who will be pleased at all times to consult and advise with you on any subject pertaining to foot comfort. If you are troubled with fallen arch, flat foot, weak instep or ankles, corns, bunions or callouses, we offer you this opportunity to secure permanent relief. Or, when purchasing new shoes our specialist will

gladly assist in selecting the shoe most suitable for your foot.

MOVING INTO FINE FEW WAREHOUSE

"Yes, we expect to be in our new warehouse and greet all customers and friends there during the Exhibition week in Toronto. In the meantime, we are clearing out numerous broken lots and discontinued lines in summer goods, which we will not move, and there are several good snaps for the trade," said Mr. D. D. Hawthorne. Under the direction of H. L. Scythes, who was formerly in the retail shoe line on Dundas street, Toronto, but for the last few years has been engaged in the contracting business, extensive improvements and alterations are being effected in the new Hawthorne warehouse which is located on Wellington street between Bay and Yonge, just back of the present home of the company. The large structure, which comprises five floors and basement, is well lighted and splendidly equipped. The offices and sample rooms will be spacious and attractive, while the arrangement for receiving, storing and shipping goods, will represent the last word in modern facilities. The building is sixty feet wide by one hundred and twenty deep, which is more than double the size of the present warehouse, and will afford the firm ample scope for the continued development of their business. Messrs. Hawthorne & Co. expect to be fully settled in their spacious and well located building, which is owned by the firm, by the middle of next month and, in the meantime, alterations and renovations, which have been going on for the past few weeks, are being rushed.

WORTHILY WON EVERY PROMOTION

F. M. Morgan, recently appointed manager of the Winnipeg branch of the Ames-Holden-McCready, Limited, has entered upon his duties. He has been in the service of the firm for thirty years and has worthily won every promotion. He started by throwing wood in the furnace in Winnipeg and now he is the general manager of the warehouse with which he became connected as errand boy. Nine years ago he was appointed manager of the Edmonton branch. Mr. Morgan is a past president of the Edmonton Board of Trade, and was vice-chairman of the hospital board for two years. He has always taken an interest in public affairs, is an untiring worker and his one diversion is golf. Many friends will congratulate him on his promotion to the important position of manager at Winnipeg, where he succeeds S. E. Diamond, who occupied the position for some time after A. L. Johnson removed to Montreal to become general salesmanager of the company. Mr. Diamond has just been appointed secretary of the Regina branch of the Canadian Credit Men's Association, succeeding W. F. L. Edwards, who has gone to the front. Mr. Diamond has been in the employ of the Ames-Holden-McCready since 1907, as office and financial man. The thoroughness of his work and the efficiency of his services were recognized in his appointment as manager some months ago. As secretary of the Regina branch of the Canadian Credit Men's Association, he brings to bear on his new post splendid executive ability and force of character.

E. P. Hall, who has been selling Ames-Holden-McCready shoes for the past twelve years and was recently appointed manager of sales at the Winnipeg branch of the company, has been made manager of the Edmonton warehouse, succeeding F. M. Morgan, who has been appointed to the management of the Winnipeg branch. Mr. Hall is a capable shoeman and well liked by the trade throughout the prairie provinces.

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right to reject any matter furnished either for the advertising
or the reading columns.

Shoe News in Paragraph

C. E. Lepine, Montreal, has accepted a position with Gagnon & Lachapelle.

The Jap Co., boots and shoes, of Calgary, have sold out to Richardson's Limited.

G. J. Trudeau, Montreal, was recently in Boston and other American shoe centres.

C. Coon, of Athens, Ont., has re-opened his shoe store, which has been greatly improved.

H. S. Bond, buyer for the Robert Simpson Co., Toronto, was in Montreal last week.

J. McVennie & Co. have opened a shoe repair shop on Beckwith street, Smith's Falls, Ont.

Wm. H. Barrett, of the Barrett Leather Co., New York, spent a few days in Toronto last week.

J. F. Griffin, Belleville, Ont., has installed a 22-foot Goodyear shoe repair outfit Model N.

The Aylmer Shoe Co., Aylmer, Ont., have installed one of the latest heel compressing machines.

E. O. Weston, of F. J. Weston & Sons, Toronto, was in Montreal the early part of last week.

A. Levy and J. C. Budreo, of Toronto, recently spent a few days in Rochester and other points.

The stock of David Tripp, shoe dealer, of London, has been sold to A. J. Vandrick, Listowel, Ont.

A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, Ont., was in Toronto last week on business.

A. E. Galloway has opened a general store in Medicine Hat, Alta., and has installed a full line of shoes.

P. I. Hersey, vice-president of the Regal Shoe Co., Boston, was in Toronto on business last week.

S. E. Wygant, manager of the Walk-Over Boot Shop in Montreal, was in Toronto this week on his way to Milwaukee, Wis., where he will join the ranks of the benedicts

and after spending some time on a wedding tour, he and his bride will take up residence in Montreal.

A. Bonisteel, of the Collis Leather Co., Aurora, Ont., is on a business trip to the Old Country.

W. A. Sinclair, shoe dealer, of New Westminster, B.C., has been succeeded by Muirhead & Branston.

F. C. Jeffs, Hamilton, Ont., has had a 72-inch buffer and finisher, Model D, placed in his shop recently.

Jas. C. Bryant, of the Kaufman Rubber Co.'s staff, Toronto, is spending his holidays at Queensville, Ont.

J. B. Lamontagne, representing Eugene Thivierge, shoe manufacturer, was in Montreal on business recently.

L. Leveys, of the United Shoe Factory Shoe Store, St. Catharines, was in Toronto last week on business.

N. MacFarlane, of MacFarlane Shoe Co., Montreal, was in Toronto and Hamilton last week on business.

J. S. Schwartz, representing L. B. Wasserstrom, leather dealer, New York, was in Toronto last week on business.

G. H. Ansley, manager of the Perth Shoe Co., Perth, Ont., spent a few days in Toronto lately on business.

J. R. Leroux, 714 Atwater avenue, Montreal, installed a U. S. M. Model N shoe repair outfit in his establishment.

C. G. Marlatt, of the Marlatt & Armstrong Co., Limited, Oakville, Ont., was in Montreal last week on business.

The U. S. M. Co. recently installed a 6-foot shoe repair outfit in the shop of Paul Cote, 569 Gifford street, Montreal.

The Art Leather Goods Manufacturing Co. has been incorporated in Winnipeg, with a share capital of \$10,000.

F. H. Guinivan, of the Walk-Over Boot Shop, Toronto, was in Montreal and Boston last week on a business trip.

J. M. Redmond, of the Hardie, Redmond Co., Limited, Toronto, was in Montreal and Quebec last week on business.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, was recently in Boston and other American shoe centres.

E. L. Emerson, of the Boston Last Co., spent a few days at the Canadian plant of his firm in Richmond, Que., recently.

G. G. Parker, of the Boston Last Co., Richmond, P.Q., was in Quebec last week. Mr. Parker was also in Boston recently.

S. C. Cronk, of S. C. Cronk & Co., 60 Front Street West, Toronto, is spending a few days in Montreal and Quebec, on business.

Fire broke out recently at the City Hall Shoe Store, 36 James street north, Hamilton. Some damage was done by water.

J. Mangan has been appointed foreman of the bottoming room in the factory of the Kingsbury Footwear Co., Montreal.

An additional repair machine is being placed in the 20th Century Shoe Shop, Calgary, Alta., by the U. S. M. Company.

J. D. Palmer, president of the Hartt Boot and Shoe Store, Fredericton, N.B., was in Toronto last week on a flying visit.

D. G. Hardie, of Toronto, who has been spending a few well-earned holidays at Honey Harbor, Ont., has returned.

John J. Duggan, the Montreal representative of the Kaufman Rubber Co., was in Detroit and Toronto last week on business.

Jules Lapiere, 54 Mount Royal avenue east, Montreal, has installed a 16-foot U. S. M. Goodyear shoe repair outfit in his shop.

Mr. Taylor, buyer of the Hudson's Bay shoe department, Calgary, has returned after visiting Toronto, Mon-

treal, New York, Boston, and other shoe centres on a purchasing trip.

Mrs. C. G. Knapton, who has conducted a shoe business for a number of years in Glencoe, Ont., has sold out to Joseph Russo.

Fred W. Lovell, who has been superintendent of the Cook-Fitzgerald Co.'s plant at London for the past three years, has resigned.

D. A. Leonard, manager of the Slater Shoe Store, Toronto, is spending a few holidays in Boston and other centres in New England.

An 18-foot Goodyear shoe repair outfit Model N has been installed by the United Shoe Machinery Co., for Roby & Field, Truro, N. S.

G. G. Lennox, wholesale shoe dealer, Winnipeg, was in Toronto, Montreal, and other eastern points during the past few days on business.

G. F. Tully, of Boston, general superintendent of all the factories of the Regal Shoe Co., paid a visit to the Toronto plant recently.

The U. S. M. Co. have installed a 16-foot Model N Goodyear shoe repair outfit in the establishment of A. C. Anderson, Windsor, Ont.

James Adair, of Vancouver, who represents James Aird & Co., Montreal, in the west, was in Toronto and other eastern centres last week.

Gagnon, Lachapelle & Lecours, shoe manufacturers, of Montreal, have dissolved partnership, and been succeeded by Gagnon & Lachapelle.

D. D. Hawthorne, of D. D. Hawthorne & Co., Toronto, is spending a few days on business in Montreal and Quebec looking over spring samples.

Harley Henry, shoe dealer, of Saskatoon, was in Toronto and other cities last week, and spent a few days at his old home in Elmvale, Ont.

Allan Locke, who has been representing the Slater Shoe Co. in the western provinces during the past few weeks, has returned to Montreal.

Mortimer L. Levy, oldest son of A. Levy, shoe retailer, Yonge street, Toronto, was married on June 22nd

to Miss Celia, daughter of M. Levy, of Hamilton. The staff of the store presented the bridegroom with a silver tea service. After spending their honeymoon on the Atlantic Coast the newly wedded couple will reside in Toronto. M. L. Levy will shortly be admitted to partnership in the firm of which he has been office manager for a considerable time.

The eleventh annual convention of the National Leather and Shoe Findings Association will be held in San Francisco, Cal., from July 7th to 9th.

Harry L. Tower, of the United Last Co., Montreal, has returned from his home in Brockton, where he has been spending the past few weeks.

Eldon B. Keith, of the George E. Keith Co., Brockton, Mass., was in Toronto last week on business. He is a son of the president of the company.

Paul Roy, the well known leather merchant, whose establishment for several years past has been on Lemoine street, has moved to 152 Notre Dame street west, Montreal.

The U. S. M. Co. have installed an 18-foot model N Goodyear shoe repair outfit in the establishment of the Modern Shoe Repair Co., George street, Peterboro.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, Limited, Waterfoot, England, has been spending a couple of weeks holidays at Jackson's Point, Ont.

John H. Weseloh is opening a new shoe store on Frederick street, opposite the Market building, in Berlin, Ont. The place is being remodelled and fitted up in first-class style.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, left this week for Montreal and Quebec to visit the various factories in connection with business for the coming spring.

Charles Newton, buyer of the shoe department of Robinson & Co.'s department store, Winnipeg, was in Toronto, Montreal and other eastern cities recently on a buying expedition.

H. P. and C. E. Blachford, of the Blachford shoe store, Toronto, are spending a few weeks with their families at their summer homes on Mazengah Island, Lake Rosseau, Muskoka.

E. Hutchison, secretary-treasurer of J. Eveleigh & Co., Montreal, on his return from a trip through Western Canada, spent a few days in Toronto and at his home in Midland, Ont.

Williams Shoe, Limited, Brampton, Ont., have received an order from the Government for 5,500 pairs of army shoes, while the Perth Shoe Co. are filling an order for 10,000 pairs.

John Harris, of Toronto, manager of the Nugget Polish Co., left last week on an extended trip through the Prairie provinces. He will visit all the important Western cities, going as far as Vancouver.

The many friends of Richard T. Palmer, shoe retailer, 1627 Dundas street, Toronto, will sympathise with him in the loss of his wife, who passed away last week in the 66th year of her age.

Among the exhibitors at the Calgary Exhibition, held during the first week in July, were the Nugget Polish Co., of Toronto, and the Calgary branch of Gutta Percha and Rubber, Limited.

A. Clarence Carey, of the Carey Shoe Co., who conduct retail stores in Toronto, Barrie and Chatham, Ont., has returned from an extended stay in the western provinces, much improved in health.

T. W. Hart and H. W. Parsons, of the Nugget Polish Co., Toronto, have returned from an extended business trip through the Maritime Provinces, and Mr. Hart left last week for the West. He will go as far as Edmonton

CAPTAIN WILKINSON TWICE WOUNDED

Mrs. Wilkinson, of Windsor, Ont., received a telegram recently informing her that her husband, Capt. George H. Wilkinson, who is with the first contingent, had been



wounded twice. Capt. Wilkinson is a native son, having resided in Windsor all his life. He conducts a large shoe establishment on Ouellette avenue, and is one of the best known business men in Western Ontario.

and Calgary. Mr. Parsons is at present looking after the trade in Ontario.

The annual convention of the Boot and Shoe Workers' International Union, was held in Buffalo recently. Among those from Hamilton who attended were E. O'Dell, A. Johnson, J. Gimlett and Miss Epps.

J. J. Connor, western Canada representative of McLaren & Dallas, has returned from an extended trip throughout the prairie provinces and reports that the prospects for a abundant harvest are very promising.

Captain Trumbull Warren, president of Gutta Percha and Rubber, Limited, Toronto, who was killed in action on April 20th, left an estate valued at \$162,879. His will directs that all his property go to his wife.

W. D. Balfour, who for eleven years has been on the staff of the Regal Shoe Store, Winnipeg, has resigned his position as manager and is passing the summer in Hamilton, Toronto and other points in the east.

Hector McKnight, of the American-British-Canadian Distributors staff, Toronto, has enlisted with the 48th Highlanders and is now encamped at Niagara-on-the-Lake. Since joining the ranks he has been made a sergeant.

The retail merchants of Manitoba will hold a convention in Winnipeg on July 6. C. F. Rannard, of the Rannard Shoe Co., Winnipeg, is the President of the Provincial Board and many topics of interest will be discussed.

The shoe-pack factory of the Edmonton Leather and Shoe Co., Limited, Edmonton, which has been closed for a few months, will soon be re-opened with the necessary force of men to manufacture shoe-packs and rough heavy shoes.

Zotique Lesperance, of Montreal, has been elected a member of the executive committee of the Boot and Shoe Workers' International Union, at its twelfth biennial convention in Buffalo. He was the only Canadian so honored.

Wm. Barbery, who was formerly employed in J. M. Humphrey & Co.'s shoe factory, St. John, N.B., died recently at his home in that city, after an illness of some months. He was a popular and highly esteemed young man, 34 years of age.

The directors of the United States Rubber Company have passed the dividend on the common stock. The regular dividends of two per cent. quarterly on the first preferred and one and a half quarterly on the second preferred have been declared.

W. V. Matthews, general superintendent for Ames-Holden-McCready, Limited, Montreal, was elected a director of the company at the annual meeting held last week, taking the place of the late F. H. Ward on the Board. He is receiving the congratulations of many friends.

The shoe dealers of Sparks street, Ottawa, have decided to close their stores at five o'clock every day and six o'clock on Saturday, during the months of July and August. It is expected that the shoe merchants on Bank and Rideau streets will follow suit.

Advices have been received by cable from the Old Country to the effect that there has been an advance in insoles of about 50 cents per gross. It is not very long ago that quarter seam socks were increased in price and this makes the second advance.

Robert Dibben, manager of the Berlin branch of the Canadian Consolidated Rubber Co., was married on June 24th in Toronto to Miss Marion Bryce, who was formerly employed in the Toronto office. Mr. Dibben and bride have taken up their residence in Berlin.

General trade in shoes continues quiet, with women's shoes showing some movement, although orders in these lines come in smaller than usual, though of greater frequency. The millinery effects seem to appeal to the women and are no doubt, helping to create interest, although mak-

ers of standard women's shoes of the better class, all note an improvement in trade.

The Regal Shoe Store, St. Catherine street west, Montreal, recently presented each lady customer, who purchased a pair of low cut shoes, with a free pair of silk stockings. This unique offer resulted in unusually big business for the week during which it held good.

The Canadian Footwear Co., of Point aux Trembles, Que., has been incorporated with a capital stock of \$150,000, to carry on the business of footwear manufacture, etc. The incorporators are H. Baigne, L. Joubert, A. Gagnon, J. A. St. Yves and Wilfrid Le Brun, all of Montreal.

The Milton Shoe Co., Milton, Ont., after being closed down for some time, has started operations. New samples have been prepared of men's, boys' and youths' McKay lines, under the direction of Mr. Smith, who was until recently employed with the Hurlbut Co., of Preston, Ont.

A very successful Scotch double bowling tournament was held in London, Ontario, last week. Among the shoemen who took part in the competitions were F. C. Wilkinson, Owen Sound; R. M. Northgrave, St. Mary's; G. W. C. Hepburn, Dunnville; Walter Willis, Seaforth, and others.

Probate of the will of the late W. D. Beardmore, head of Beardmore & Co., leather manufacturers, has been ap-

HAS MADE GOOD IN SHOE GAME

Walter C. Powell, who purchased the big shoe stock of the J. H. Porter shoe store on Yonge street, Toronto, is one of the most widely known retailers in Ontario. He conducts two large footwear stores at 1682 and 1694 Dundas street, and has been actively identified with the shoe game for the past thirty-five years. He spent several years on the bench and knows every department of the business. Mr. Powell first started out for himself in Essex, Ont.,



where he remained for eight years. About twenty-eight years ago, his father, the late Thos. Powell, began business in West Toronto—his son Walter joining him. Thirteen years ago, the father withdrew, and the establishment has since been carried on progressively and energetically by the son. In the spring of 1911 he opened a second store a few doors west of his present stand. He has always believed in giving good service and good value, and has built up his large connection by courtesy, careful buying and efficient selling.

plied for by the Royal Trusts Co., Toronto. The late Mr. Beardmore's estate is valued at \$1,598,211, and is made up of a bank account, stocks, household effects, investments and real estate.

Several retailers are adopting novel schemes to boost the clearance of all summer shoes. One western Ontario dealer is offering a bathing suit to every fifth girl who makes a purchase, and a good baseball bat to every seventh boy. The plan has worked out splendidly and aroused much interest.

At a meeting of the Cobourg Felt Co., held recently, it was decided to make other lines of felt manufacture in addition to boots. The company has enlarged its scope owing to the big demand for different kinds of felt goods since the outbreak of the war and, in a short time expects to have three shifts of men employed.

Figures of a leading New England shoe firm, making medium and fine lines of women's shoes, show that its fall and winter shoes will be made up as follows: Patent leather, 51 per cent.; gunmetal, 25; glazed kid, 18; dull goat, 3; miscellaneous, 3. Top materials, cloth, 75; mat kid, 13; dull goat, 9½; cabretta, 2½.

E. R. Gavin, shoe retailer, of Fort William, recently installed two decidedly attractive windows of Canadian-made shoes, in which the splendid range of styles and lasts turned out by the Sardon Shoe Co., of Montreal, was featured. The exhibit elicited a great deal of attention and won much favorable comment.

George A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, has returned from an extended trip to Boston, Haverhill, Lynn, and other eastern shoe centres, where he visited all the largest establishments, in search of the latest ideas and newest effects in connection with the spring samples of the firm, which are now in course of preparation.

The new western Ontario office of the United Shoe Machinery Co., in Berlin, is nearly in shape for occupancy, and it is expected a full stock of shoe machinery parts, findings, supplies, etc., will be installed by the beginning of next month. L. W. Hanson, manager of the Toronto branch of the Company, will also have supervision over the new establishment in Berlin.

The Hudson's Bay Co. announce that the directors have decided to postpone the dividend payment which falls due this month. The reason given is that the war has delayed the making up of accounts. The stock has been weak on the news. The company, which was incorporated in 1670, pays dividends in January and June. The dividend last year totalled 8s on the £1 shares.

Pte. C. B. Forward, a member of the 72nd Highlanders, who enlisted in the 16th Battalion, from Vancouver, was killed in action on the battlefields of France. His former home was in Chesterville, Ont., where his father still lives. Previous to going to the front, Mr. Forward was employed in the shoe department of Vachon & Co., Rae's Shoe Store and D. Spencer, Limited, Vancouver.

The third annual Convention of the representatives of the Miner Rubber Co., will be held in Montreal and Granby on August 9, 10 and 11, and it is expected that the attendance this year, will be larger than ever. The previous gatherings have always been marked by much enthusiasm and co-operation, and special preparations are being carried out to make the 1915 re-union a greater success than ever.

Mendelsohn & Co., at their store, 231 St. Catherine street west, Montreal, recently inaugurated a novel opening day contest. To the first six men and women who entered the store on a Friday, at 8 p.m., was given free of charge any pair of shoes that they might select. Naturally there was a great rush and the plan succeeded in drawing at-

tention to the firm's wide and varied stock of popular footwear for the whole family.

The twelfth biennial convention of the Boot and Shoe Workers of the United States and Canada, in session in Buffalo, re-elected all the old officers and selected Philadelphia as the meeting place for 1917. All questions coming before the convention regarding wages or hours of work were either referred to the Executive Board for action or were deferred until the next convention.

A. R. Kaufman, of the Kaufman Rubber Co., Berlin L. B. Hutchison, manager of the Toronto branch; S. G. Amero, manager of the London branch; E. E. Code, manager of the Ottawa branch, and Irvin Weber, of the factory staff, left last week on an automobile tour through the White Mountains and the New England states. They will travel as far as Boston and will be gone about three weeks.

W. G. Fallon, representing Getty & Scott, took in San Francisco and the Panama-Pacific Exposition, on the completion of his western trip. He reports that the Canadian exhibit was the chief attraction on the grounds, and that everybody was talking about it. He had a very successful trip and declares that the Classic line is growing steadily in favor, which is perhaps accounted for in some respects by the efficiency of the Getty & Scott plant and the splendid service given.

Mr. Loud, formerly of Brockton, Mass., is now in charge of the fitting department in the T. Sisman Shoe Co., Aurora, Ont., and Mr. MacMillan, formerly of James Linton & Co., Montreal, has taken charge of the sole stock department. The company report their factory is very busy turning out about 7,000 pairs a week. Shoes for the Government for home use in the Interment Camp, having been made lately. In the last six months the plant has made more shoes than ever before in a like period.

L. R. Hulbert & Co., manufacturers of shoe tops, St. Catharines, recently assigned, and the equipment has been shipped back to the United Shoe Machinery Co., Montreal. A new concern, known as H. R. Rice Co., has been formed, and has started operations in the making of leather shoe tops in the Princess Theatre building at Niagara Falls, Ont. New clicking machines have been installed and everything promises well, under the personal direction of Mr. Rice, who was formerly associated with the Hulbert Company.

Jos. S. Fry, who has had 25 years' Old Country experience as a practical shoe manufacturer and auctioneer, and for ten years has lived in Toronto, has opened the Market Auction and Sales Exchange, at 185 King street east, corner of George street, Toronto. Mr. Fry intends keeping his rooms open daily for the reception of boots and shoes, leather, etc., for weekly sales by auction or private. He is thoroughly experienced in the shoe trade in all its branches, having risen from the bench to be manager of a large shoe factory.

A most enjoyable picnic of the sales and office staff of the Toronto warehouse of the Canadian Consolidated Rubber Co., was held at Long Branch recently. Various sports and games were features of the day and a baseball contest between the office boys and the selling force resulted in a win for the former, but the score was so one-sided that it would be a shame to publish it. In the evening a dance was a jolly part of the programme, after supper had been partaken of at the hotel. J. A. Connor, district manager of the Toronto division, has taken up his residence at Long Branch for the summer months.

In the window dressing contest held in connection with Invictus shoe displays, the following were the winners: R. C. A. Lawson, with J. T. Lawson, Regina; Robert Diamond, with Alley & Co., Charlottetown; Gordon Munroe, with Brown's Limited, Portage la Prairie, Man.; F. C. Dohaney,

Some Attractive Snaps For the Retailer

We are making preparations to remove early next month to our new warehouse, 27-29 Wellington Street West, between Bay and Yonge. There we will have over double the capacity to meet the requirements of our expanding business, and one of the best equipped and most admirably appointed wholesale footwear houses in Canada.

We Are Clearing Out Many Lines

Numerous broken lots and discontinued lines in Summer and early Fall footwear are now being cleared out by us at a reduction that should appeal to all. There are special offerings that will interest every dealer. This is an unusual opportunity to secure seasonable snaps. You are cordially invited to call.

D. D. HAWTHORNE & CO.
24 FRONT ST. WEST . TORONTO

Our new warehouse, in which we expect to be "at home" during Canada's National Exhibition, is just at the rear of our present building, facing north on Wellington Street. Meanwhile, visit us in our old premises and see what we have to offer.

with Charles S. Trick, Winnipeg; Joseph Laphin, with A. W. Redden & Co., Halifax; Leslie Allison, with Charles E. Raven, St. Thomas, Ont., and H. L. Cunningham, with Wilson Co., Vancouver. Each of the successful competitors was presented with a special pair of Invictus shoes by George A. Slater, Limited, Montreal.

A supplementary conference of the various managers of the Ames-Holden-McCready Co.'s branches, was held in Montreal during the past few days. Many matters of importance were discussed in reference to output, sales, management, co-operation collections and other topics of interest. In keeping with the spirit of the times, all social festivities were eliminated, a luncheon held at the St. James Club taking the place of the usual banquet. Each branch manager made a substantial donation to the Canadian Patriotic fund. Although styles for 1916 had been considered at the conference held in March last, it was decided to take them again into consideration, owing to the rapidity of changes and

several new lasts were adopted in addition to those favored some few months ago. All the factories of the company were visited and it is expected that much benefit will result from the gathering. A. L. Johnson, general sales manager presided at most of the sessions and among the branch managers present were A. B. Erskine, Vancouver; E. P. Hall, Edmonton; F. M. Morgan, Winnipeg; H. W. Pearson, Toronto; S. C. Mitchell, sales manager of the St. John Branch and R. W. Clark, sales manager, Montreal. There were also in attendance, W. M. Angus, assistant general sales manager; W. V. Matthews, general superintendent, and D. Lorne McGibbon, president of the company.

Mr. and Mrs. Ephraim Downing recently celebrated the fiftieth anniversary of their marriage at their new home in Leamington. They were united in the holy bonds of matrimony on June 24th, 1865, in Morivenston parish, Cornwall, England, and came to Canada in 1689, residing in Lindsay for about five years, when they removed to Goderich, where Mr. Downing opened a shoe store and became one of the leading merchants of that town. On retiring from business a year ago, he and his wife decided to reside in Leamington. During a residence of 41 years in Goderich, they gained the esteem and respect of a large circle of friends.

The past few weeks have developed a very lively business for canvas outing shoes. One factory reports that their output will treble that of last year and before the season is over, it is difficult to estimate what the total will finally be. It is stated that much of the demand is created owing to the wide publicity given tennis and sporting shoes by the different companies and also to the desire of the public to buy a cheap line of footwear wherever they can. This line of shoes shows a number of new styles and next season it is the intention of one company to bring out a great many new ideas such as tennis shoes made over pump lasts, with solid rubber heels and other special features.

Construction has started on the new factory of the Hurlbut Co., Preston. The building will be located on Queen Street, across from the present premises, which have long been too small to meet the demands for children's wets, infants' soft soles and "So-Cosy" slippers. The new building will be 176 feet long by 40 wide, three storeys high, and erected of cement and brick, mill construction. There will be an abundance of light on every side, and it is expected that the new home of the company will be ready for occupancy about the middle of September. The Hurlbut Co. will expend some \$18,000 on the building and from \$7,000 to \$10,000 in additional equipment. The bylaw voted upon recently by the ratepayers of Preston to loan the company \$25,000, repayable in 15 years, with interest at 5½ per cent, was carried by a large majority. The capacity of the Hurlbut Co. in their new home will be 2,500 pairs a day, which is more than double their present output.

POPULAR LASTS FOR CANADIAN TRADE

The Boston Last Company, of Richmond, Que., report that business with them has been very good during the past few weeks and that the outlook is promising. The lasts of this widely known company are appealing strongly to Canadian shoe manufacturers for their perfection in design, admirable fitting qualities and the splendid service given. The company use only the best materials procurable and devote the most careful supervision in manufacturing. It is this strict attention to details and a ready desire to meet any ideal or fancy of the shoe manufacturer, that has resulted in making the Boston Last Company such an active and progressive factor in the creation of models that win favor and develop sales.

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents.
Cash must accompany all orders.

TRAVELER WANTED—Experienced Salesman for the Leather Business in Montreal. Apply by letter, stating references, to Beardmore & Co., P. O. Box 216, Montreal.

THE MARKET AUCTION & SALES EXCHANGE

185 King St. East and 64 George, Cor. King and George Sts., Toronto

These rooms are open daily for the reception of Boots and Shoes, Leather, etc., for Weekly Sales by Auction or Private.

JOSEPH S. FRY, Practical Shoe Manufacturer and Auctioneer. Over twenty years trade and bank references: Toronto, ten years.

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

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.
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W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED ON CONSIGNMENTS. **Leicester, Eng.** and at Kettering, Northampton
Cable "HIDES" Leicester. Frankfort-on-Maine.

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A. BAILLARGEON

THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KINDS

321 AIRD AVE.

MAISONNEUVE - - - MONTREAL

Cheaper Satisfaction



YOUR customer's customer will pay less for more satisfaction if you put **GUAY ALL-LEATHER COUNTERS** in your shoes. It pays.

Prices and Samples on application

Eugene Guay
230 St. Marguerite St.
MONTREAL

We also make Union, Standard and Leather Board Counters

ALL LEATHER
Wood & Baggs, Room 3 Athena Bldg., 163 1/2 Church St.
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Aird McKays and Turns

Jobbers find that the Aird samples always contain the latest models, and they know that the shoes are made with a care that bespeaks expert shoemaking—the result is that every order which leaves the factory gives entire satisfaction.

Jobbers' Inquiries Solicited

AIRD & SON - MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

STITCHDOWN SANDALS
MADE IN CANADA



Made to wear
Goodyear
Stitched
Staple Reinforced
Your best guarantee for non-ripping

Th. Mayer
"Trade Mark"

OUTDOOR SPORTING
SHOES - INQUIRE
FOR PRICES.

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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
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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**BOX
TOES**

We make all
grades, sizes and
styles of Toes from
the best stock.

Our Heel Department
is also equip-
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splendid service.

Send for samples.

We buy all Offal for cash.

Independent Box Toe Co., Montreal



GENUINE FIBRE COUNTERS
NOW "MADE IN CANADA"
EQUAL TO THE BEST

Our new line is a thoroughly "Made in Canada" one. The fibre board used in making up the counters is manufactured by us at Chambly Canton (near St. Hyacinthe) so that not even the raw material we use is imported.

Our Fibre Counters are Guaranteed to Out Wear The Shoe.

Duclos & Payan FACTORY AND OFFICE: ST. HYACINTHE, P.Q.
STORE: 224 LEMOINE STREET, MONTREAL.

Tanners of Chrome Side Leather, Box Sides, Velours, Matt and Waterproof Sides, Chrome Soles.

SEND FOR
SAMPLES AND
PRICES

SOLE LEATHER

TRENT VALLEY
OAK

OAK—"TRENT VALLEY"
Non-acid. "Tests up." Is reliable.
In Bends, Backs, Sides, Bellies.

HEMLOCK—"PENETANG" and
"EAGLE"

TAP SOLES—We stand behind every
dozen.

THE BREITHAAPT LEATHER CO., LIMITED
BERLIN - - - ONTARIO

Established Over Half a Century



We Specialize on
**GALLOON BINDINGS,
 TASSELS AND TRIMMINGS**
for Baby Shoes

Established
 in



1900

Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
 Lincoln St., Boston, U.S.A. Everett

If
 you want the
 best material
 and workman-
 ship ask for



No. 14—10 in. leg

**John Bull
 Larrigans
 and
 Leggings**

Made by

The R. M. Beal Leather Co.
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AHRENS
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**OUR MAIL-ORDER DEPARTMENT
 CAN GIVE YOU
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We have in stock at all times ready for shipment at a moment's notice over eighty different lines and assorted stocks of Men's, Boys', Youths', Women's, Misses', Gents', Girls' and Children's Shoes in McKay, McKay Welt, Standard Screw, or Rivet. Write for our stock sheet.

Every shoe stamped with our name we guarantee to be made of solid leather and to have the same high grade workmanship and quality which has made them famous for over twenty years.

See our traveler before ordering your staple lines

Charles A.
AHRENS
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 BERLIN, ONT
 Manufacturers of
Solid Leather Shoes



PACKARD'S WHITE CANVAS SHOE CLEANERS



OUR
No. **5**
IN
ZINC
BOXES

IS A GREAT SELLER

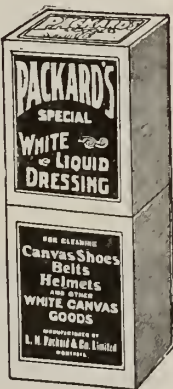
So is Our

White Liquid Dressing

In 5-oz.
Round Bottles

These are the finest white cleaners on the market to-day.

Now is the time to expect calls for these lines. How is your stock?



The Best Dry Cleaner is



2 Sizes
10c.
and
25c.

It rubs dirt or dust off silk, fine leathers, chamois, kid, etc., also largely used by draughtsmen and artists for cleaning pictures, drawings, etc.

L. H. PACKARD & CO., LIMITED
"Packard's Shoe Polishes"
MONTREAL

THE Robson Leather Co. LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

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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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“KHAKI”

Colored Glove Horsehide

This new soft green color is now added to our regular line and Khaki Horsehide has all the desirable qualities which have made P. & V. Glove Horsehide so well known.

Samples on request

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STAPLE AND FANCY **LEATHERS**
RUSSET SIDES AND SPECIALTIES

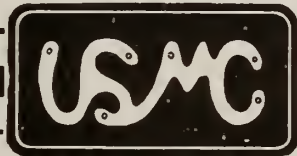
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If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

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Montreal, Que.

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Toronto, Ont.

SMARDON SHOES

Quality does not "happen"

AN established standard of merit in footwear (or anything else) requires vigilance unceasing.

It may also require, at times, the sacrifice of present profit for the sake of future reputation.

The reputation of our footwear is the biggest asset in our business.

The wearer is the gainer.

You gain when you sell Smardon Shoes.

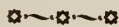
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THE SHOE & LEATHER JOURNAL

PUBLISHED TWICE-A-MONTH

JULY 15, 1915

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the "Real Boss" of
Your Shoe Establishment



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ing Goods During
Vacation Time

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Goodyear Welts
For Women

IN HIGH CUTS

To Retail at \$4.00

Pumps
Colonials
Oxfords

To Retail at \$3.50

A Clear Cut, Snappy, Profitable Line,
well worthy of your consideration.

The "Virginia" Shoe

PERTH SHOE CO.
LIMITED

Manufacturers

Perth : Ontario



“*Ritchie Service*”

“The
Ritchie
Shoe”

Our New Spring Samples are now ready for your inspection and contain a larger variety of styles than ever before.

Besides our strong line of Men's Welts we have added to and improved greatly our Women's lines on which the sale is increasing tremendously.

The
John Ritchie Company
Limited
Quebec

“The Largest exclusive Goodyear
Welt manufacturers in Canada”



This Sign Over Your Door



IN-STOCK SHOES

There are 35 Regal Styles
always In Stock for your
hurry-up needs.

Try Regal Service.

indicates you as the progressive shoeman of your town. It does more — it diverts to your store the select trade of your vicinity, for Regal Shoes are nationally known, and appreciated by all wearers of fine footwear.

If you are a live retailer you can secure the Regal agency for your town if we are not already represented.

IN-STOCK DEPARTMENT

REGAL SHOE CO., LIMITED

102 ATLANTIC AVE.

TORONTO, ONT.



And Dunlop Rubber Heel Prices Have Been Reduced Again!



You don't need to believe as we do that the Dunlop Line is paramount.

All you have to observe is that the Dunlop Line is the easy line to sell.

Reputation, Advertising, Quality—these factors have sent the Dunlop Line to the front.

It is not necessary for you to introduce the Dunlop Line. We have done that for you.

Read the paragraphs below. They contain illustrations of and information about Dunlop Leaders.

Dunlop Rubber Heels

Dunlop Rubber Heels are out-selling 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 vastly greater than in April, 1914, when the campaign commenced.

That is what conscientious service—a frank statement of what we intend to do and doing it—did for Dunlop Heels.

We make a full line of Heels,—“Peerless,” “Comfort,” Whole Heels, etc.

Stock up with this easy seller, if you are not at present on the Peerless Firing line.

Dunlop Rubber Soles

It had to come—a rubber sole that could really stand the gaff.

We put our experts on the job and the picture you see herewith is the result of long deliberations.

Dunlop Soles will wear indefinitely.

Dunlop Soles will not crack.

Dunlop Soles will give maximum resiliency.

Dunlop Soles will not dry out.

Dunlop Soles have gone to the front, the same as Dunlop Rubber Heels. Quality, with an organization back of it, did that.

Why not Dunlop Rubber Soles and Soling for your line now?



Dunlop Cement for Manufacturers

We make cements that make friends.

For nearly a quarter of a century our line has filled the bill for Canadian Boot and Shoe Manufacturers. Why not you?

Why not test our claim that nothing in this country surpasses the Dunlop line for all those durable qualities in a cement, principal among which are maximum adhesion and speedy drying qualities.

Put up in barrels of fifty gallons or in gallon lots. We also make a full line of cements for rubber heels and patching purposes.

DUNLOP TIRE & RUBBER GOODS CO.

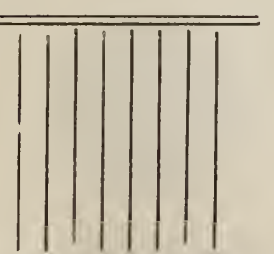
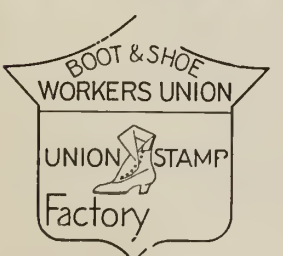
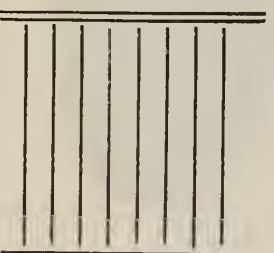
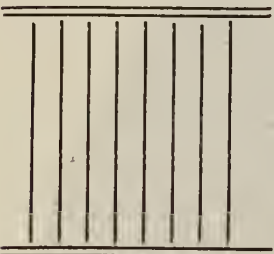
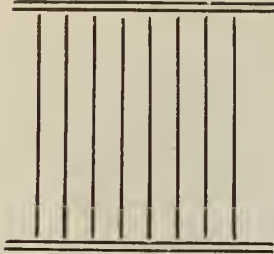
LIMITED

Head Office, TORONTO

Branches in Leading Cities

Makers of Tires for Automobiles, Motor Trucks, Motorcycles, Bicycles and Carriages, Rubber Belting, Packing, Hose, Heels, Mats, Horseshoe Pads, Tiling and General Rubber Specialties





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



For the customer who asks for a comfortable Shoe, there is none finer than the Dr. A. Reed Cushion Shoe.

It covers the foot in a stylish but easy fitting manner, that sends the wearer away convinced that he has on "THE EASIEST SHOE ON EARTH."

Do you sell it ?

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"

Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.

United Shoe Machinery Co. of Canada

122 Adelaide St. W.,
TORONTO

MONTREAL
QUE.

492 St. Valier Street,
QUEBEC



For Women's McKay Shoes The Duck Insole

THIS has proven to be the finest material that the expert shoe constructors of the world have so far known. Used by the largest and best shoe manufacturers on the continent, not because it is a cheaper material but because it will withstand the hardships that a McKay insole is put to. Specially treated and made from three ply, 9 ounce Duck, makes it perspiration proof. It prevents tacks, wax and thread coming in contact with the foot, and will hold stitching 50% longer than the insole employed in the regular McKay shoe. The Duck Insole can be repaired better than the old process and is more flexible. It will not draw or burn the foot as it is a non-acid product.

Retains all its Vitality

This insole, after being worn, will repair better than the ordinary McKay insole, owing to the fact that it retains its life and will not turn brittle or curl up under the cobbler's hammer. These facts have been proved by experience in repair work by various shoe repair establishments throughout the country. Duck insoles are absolutely reliable as they are rubber cement filled and will wear like the canvas on the deck of a vessel or the canvas on the shaft of a machine shop, being non-stretchable and a non-conductor of moisture.

Every Pair is Guaranteed

Classic Women's McKay shoes, every pair of them, are made with this insole and every pair is guaranteed by us to give unlimited satisfaction. The money back proposition is behind every pair of shoes we make in our Mill. The construction of Classic shoes to-day is as far ahead of the construction of an ordinary shoe as an automobile is ahead of a wheel-barrow. Classic shoes are the best merchandise made on the continent. This is a bold statement, but we substantiate every word of it from the fact that we have been the busiest shoe factory on the continent during the last year.

Getty & Scott, Limited

Makers of the Celebrated "CLASSIC" Shoes

Galt, Ontario



6933—Men's G. M. Calf Button
"NU-RITZ" Last

Our IN-STOCK DEPARTMENT is at Your Service

Send us your sorting orders now.

Do not let your stock run too low, remember, a dissatisfied customer is in nearly every case a lost customer. Our IN-STOCK department is designed especially to eliminate your "Out of Stock" troubles. It saves you from buying too much at once and, at the same time, does away with "shelf-warmers." Our range this season is more complete than ever before, 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 to-day.

Ames-Holden-McCready

LIMITED

Montreal

St. John

Toronto

Winnipeg

Edmonton

Vancouver



2514—Men's G. M. Calf Blucher
"BALKAN" Last



"ROYAL"
"BULL DOG"



The Greatest Ever!

There's little reason to doubt that the sale of Sporting Shoes this season has eclipsed all previous records. Everywhere you look, in city, town or country, you see the easy, comfortable, neat Sporting Shoe being worn.

YOUR "HURRY-UP" SPORTING ORDERS

to take you through the balance of the season should be placed with any of the firms listed below. These are the wholesale agents for "ROYAL" and "BULL DOG" Sporting Shoes—Canada's best, and equal to any the world produces.

OUR REPRESENTATIVES

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.
The 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



Aird McKays and Turns

Jobbers find that the Aird samples always contain the latest models, and they know that the shoes are made with a care that bespeaks expert shoemaking—the result is that every order which leaves the factory gives entire satisfaction.

Jobbers' Inquiries Solicited

AIRD & SON - MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM



Davis Leather Co., Limited

NEWMARKET ONTARIO

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909
 NON
 PERSPIRO

*THE
 Professor*
 PAT. NO. 119409
 GOLD CROSS
 SHOE



SPECIFY TEBBUTT SHOES



BECAUSE—

Your men customers will appreciate having shoes that so nearly approach their ideals in style, comfort, and service.

The DOCTORS or PROFESSOR Shoe are so designed as to fit every one of your male customers. They're made on lasts that conform perfectly to the contour of the foot.

You will find your "cranky" customers turn into well satisfied boosters if you fit them with these brands.

SEE YOUR JOBBER'S SAMPLES AND AGAIN—
 DON'T FORGET TO SPECIFY TEBBUTT BRANDS

The Tebbutt Shoe & Leather Co., Limited
 THREE RIVERS, QUEBEC

We Specialize on
**GALLOON BINDINGS,
 TASSELS AND TRIMMINGS**

for Baby Shoes

Established
in



1900

Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
 Lincoln St., Boston, U.S.A. Everett

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

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 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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THE
Robson Leather Co.
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Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
 MONTREAL, QUE.

611 ST. VALIER ST.
 QUEBEC, QUE.

A Good Year for
GOODYEAR
WELTS



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



SUMMER TIME

IS

FLEET FOOT

TIME

Worn by Every Member of the Family



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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Who is "Real Boss" of Your Shoe Establishment?

Perhaps You Think You Are, but it is the Customer Who is the Genuine Master—The Necessity of Satisfying Each Patron in Every Way Possible—More Fault Generally Found With the Service of the Store Than Its Merchandise

By A. E. EDGAR, author of "How to Advertise a Retail Store."

Every store has its regular customers. At least, every merchant claims that he has regular customers, and he will even name over a list. But are they regular customers, are they the store's customers?

A merchant sees Mrs. A. going past his store and mentally says: "There goes Mrs. A., she is one of my best customers," and he considers that he has her trade cinched. Mrs. B. passes and he muses, "I wonder why she has never dealt with me?" He meets Mrs. C. on the street later, and accosts her, and says, "Mrs. C., I have always treated you fairly when you come to my store to buy. I have always given you the very best that I had. I have trusted you when you were short of cash. I have done everything I could to accommodate you, to make it pleasant and profitable for you to deal with me. Have I not?"

Mrs. C. replies: "Oh, yes, you have done all these things and more. I am perfectly satisfied with my dealings with you; I have always found that I could rely upon your word; you have never misrepresented anything to me. Your store is a pleasant place to deal."

"Why, then, have you quit dealing there?" asked the merchant.

Mrs. C. proudly draws up her shoulders and with a haughty look and with indignation in her voice says, "I buy where I please, what I please and when I please."

Mrs. C. is boss of the store in which she deals. She is more than that, she is practically boss of all stores, for all stores are at her beck and call. Fowler, in his book, "Practical Salesmanship" gives the following statement of W. A. Hawkins, superintendent for the Jordan, Marsh Co., Boston, Mass.

What Conferences Can Do

"The Jordan, Marsh Co., intent upon improving service to patrons in the same ratio that other things are progressing today, started some time ago a school of salesmanship, placing their best talent at the disposal of the school. Old and new employes in the store are given instruction.

"It is my custom to address each class at the close of the term, at which time I always bring out a point which I would suggest that you make use of in your book.

"My method is as follows:

"Assuming a serious manner, I say to the class:

"As you are about to enter the employ of the Jordan, Marsh Co., there is one very important thing that you should know, and that is, who is the boss in this store. Now, who is the boss?" I ask, pointing to some eager student. This answer usually comes back; 'Why, you are.' I reply, with emphasis, 'Oh, no! I'm not the boss.' Again I ask,

'Now, who is the real boss in this store?' All are intensely interested now. Positive voices in chorus now proclaim a member of the firm to be the real boss. I say again:

"'Oh, no! He is not the boss. The boss in this store is the customer. It's the customer that you and I are working for. It's the customer that you and I are here to please. It's the customer who pays your wages and mine. If it were not for the customer you and I would be looking for a job, and we might not get as good a one as we have here.

"'Now, if you are sitting behind your counter, doing nothing and you see me coming, don't jump up; but if you see a customer, the boss, coming, jump!'

"This line of argument always makes a strong impression, and it strikes the keynote of good salesmanship, namely, satisfactory service to the customers."

Keystone of Good Salesmanship

Such a statement from one whose experience in retailing is unquestioned, who is one of the highest authorities on storekeeping methods, deserves more than a mere passing thought.

It is hard for some merchants and for some clerks to realize that the customer is the real boss of the establishment. But when it is considered that everything that is done in the store is done for the purpose of pleasing the customer, and of securing the customer's patronage, it must be admitted that the customer is the real boss.

The merchant who has learned that he amounts to little in this world and that the customer is the whole "push," has arrived at a point where he is in a position to attain success in mercantile life.

It is hard sometimes for us to acknowledge that the customer is the boss, and that we depend upon his, or her whims, instead of on our own abilities in the store management for success. But, after all, our ability to manage a store is in reality our ability to manage things for the boss of the store—the customer.

Any merchant who doubts that he does not depend upon his customer's favor and patronage for support, or who thinks that he can influence his own business has only to start something that will displease his patrons to see where he stands. He'd be put out of business in a few weeks. The customer is boss, and we have daily examples of how she exercises her rights.

Cannot Force the Customer

The merchant should buy his goods for his customers, the real bosses of the store. The merchant who tries to force his customers to take lines of shoes they do not want

loses their custom. The merchandise must be purchased to please the boss—the customer. It must give them perfect satisfaction in every way. It must be just what they want.

But the boss—the customer—finds more fault usually with the service of a store these days, than with its merchandise. Merchandise has been so standardized that it is not a hard thing to get satisfactory lines. But it is far less easy to secure the right kind of store service, the service that will please the average customer.

An independent clerk, a short, snappy, snippy, if-you-are-looking-for-trouble-I-am-here kind of clerk, will offend his boss—his customer—by his very presence in the store. He will be a source of loss for the establishment all the time.

It is not right that the merchant or his clerks should be of the cringing kind. Servility, obsequiousness abasement, humility and flunkysism are not desirable attributes in a merchant or clerk, neither are insolence, impertinence, presumption, arrogance, intolerance and rowdyism. A merchant should be independent, but tactful. A man can be self-respecting without going around all the time ready to fight for his liberties.

Self-confidence is as necessary an attribute in the make-up of the successful retailer as energetic ability. The man who knows he knows is in a better position to win than his superior in knowledge who lacks the necessary stamina to carry out his ideas.

Some Things He Must Learn

When a merchant has come to a realization that he does not "own" any of his customers, that they are trading there on sufferance, that the patronage bestowed on him can be removed against his will, he has arrived at a point where he may begin to succeed in holding the trade so desirable in his eyes, so necessary to the continuance of his business.

When he discovers that other merchants can buy just as good merchandise as he can, that they can secure just as efficient selling forces and probably know as much about the business as he does, he will begin to study how to secure the patronage of the most desirable people of the locality. And in one respect he will be able to pick the class of boss he desires. That is worth a great deal, for there are different classes of bosses—different kinds of customers, some more desirable than others.

The merchant need not be afraid of his boss—the customer—but he should feel that she has every right to have her own way. She has the money to spend, it is her privilege to spend it for just what she desires.

It is reported that Marshall Field laid down a rule in his large establishment that the customer can do no wrong. He insisted that the customer be treated as if she was always right. If she made a complaint about the service of a piece of merchandise, the merchandise was wrong and she was right. If the complaint was of service, the customer was right and the store was wrong. The customer was never wrong and the store stood ready to make restitution. This merchant prince knew who was boss of his establishment, and he wanted to please the boss, because he knew it was policy to do so; he proved it by his wonderful success.

The Worth of Good Nature

A merchant who was about to retire was asked what one thing he thought had the greatest weight in business, and he surprised his questioner by answering: "After an experience covering a great many years, my observations have led me to believe that good nature is worth more than any other thing in personal contact with the customer of the retail store."

The merchant who can attain the proper attitude towards his customers will succeed. He will have such a

tremendous advantage over the merchant who cannot approach the subject from the correct angle.

William Jessup Sholar, a business expert, in a lecture in Boston to a number of shoe salesmen, once said:

"Have this attitude in mind when approaching a customer: 'I'm here to benefit the customer. I have something which she needs, and ought to have. It will be profitable for her to buy and for me to sell. I know my goods, and I can present them in an attractive manner. This is a transaction for mutual benefit, so I am going to win out.'"

Let the merchant adopt this attitude to his customers and he will succeed in pleasing the greater majority of them. Let him always remember to make the transaction mutually beneficial and the customer—his boss—will have no complaints to make.

BUSINESS REVIVAL IS EXPECTED

Canadian wholesalers believe that the foundations are at present being laid in Canada for a great revival of business, but that the revival will not take place during the present year. In a sentence, this is the net result of the poll carried on by the Credit Men's Journal during the last month. About the end of May a circular letter was directed to 100 of the biggest wholesale houses in Canada, asking for expressions of opinion as to the present and future of Canadian business. Six carefully selected questions were asked, all of which could be answered by a simple yes or no. Some of those asked to contribute opinions refrained from doing so and others refrained from answering some of the questions asked. The results are thus tabulated on a percentage basis:

	Answers in P.C.	
	Yes.	No.
What are the conditions of retail stocks as you know them at present? Are they as large as a year ago?	14%	86%
Do you think there will be an improved demand for your goods from now on?	70%	30%
Are retailers doing a larger proportion of cash business than normally?	92	8
Are wholesalers selling on shorter terms of credit than normally	60%	40%
Are banks continuing to curtail credit?	92	8
Do you look for better business generally in 1915 than in 1914?	40%	60%

MADE MONEY IN KID SHOES

When Thomas G. Plant was a young man, struggling to get a start in the shoe manufacturing business, he had the idea of making a light, flexible shoe for women. The older manufacturers laughed at him. They had the habit of making shoes for service. They figured that the stronger the leather they could put into them the longer the shoe would wear, and, consequently, the better they would please the buyers. Indeed, it was a fact that some of the old-time manufacturers got 5c. a pair extra for making extra stout shoes for women. Just about this time the first chrome tanned kid leather came along. It was just what Plant wanted—a light, soft, flexible leather. It made up into light, flexible shoes, which "took" with women, and Plant built up a big business. Besides, he made a considerable saving on his manufacturing costs, because the light, flexible leather could be cut, and lasted, and put through the factory to a great deal better advantage than could the heavier lines of leather. Mr. Plant kept to his policy of making light, flexible shoes of good style, as well as service, and frequently, during his career, made large purchases of kid leather, and turned the leather into shoes at a good profit.

Pushing Sale of Traveling Goods in Vacation Time

How Such Requisites Should Be Featured—Arrangement, Display and Advertising of the Stock—Intelligent and Careful Buying to Get the Best Results—Some Objections That Should Be Cast Aside.

There are two very opportune seasons for starting a traveling goods department—just before Christmas and during the summer traveling season.

If you are contemplating opening a trunk and bag section in your establishment, now is the time to do it, because you will receive much more encouragement at the present than you will later.

If you already have a traveling goods department and have never made it show a profit, August should surely give you a renewed opportunity to make it pay, providing you are willing to give it a fair amount of time and attention.

Give Them a Fair Show

Trunks and bags will not sell themselves. The possibilities of the department are not realized by many retailers who handle these goods simply because they themselves have

“Unfortunately, I was not able to give all the space I would have desired to the new project, as I was already getting a little crowded. My means of overcoming this difficulty was to build shelves around the top portion of the walls about four or five feet below the ceiling. By doing this at the rear and on both sides I was able to make a fairly representative background for the trunks and bags.

“My chief method of displaying them, however, was by means of an old showcase I procured and varnished up, and which presented a very neat appearance after I got through with it. In it I was able to show half a dozen neat suit cases, and as many club bags. These I changed from time to time in order to keep the interest of people who were in the habit of coming into the store. My establishment permitted the placing of two trunks just inside and on each side of the door. These not only served to



never analyzed the trunk and bag field. It goes without saying, you cannot stock a few pairs of shoes and then expect them to be snapped up within a day or two without your giving them any attention at all. This, however, is just what some shoemen seem to expect of the traveling goods department. They give an order for a couple of trunks and bags and expect customers to purchase them immediately. When no sales result, loud laments are heard on the part of the retailer. If one investigates, it is generally found that the department is located in the cellar and that so little attention is paid to it that the public are unaware of its existence.

This, of course, is not generally the case, or rather it does not reach this extreme, but the writer actually knows of one or two retailers who stock a couple of trunks and bags and take good care to keep them below stairs. If you wait until you are asked before you bring the attention of customers to the traveling goods department, you will never make it a profitable one.

An Eastern shoe retailer gives his experiences as follows:

“Three years ago I was very skeptical over the idea of having a trunk and bag section in my store, and my only reason for starting one was that my principal competitor in town was just about to stock traveling requisites, therefore I figured it was up to me to do likewise or drop behind in the race.

“Naturally, I inquired into the thing in as full a manner as possible, and strange to say, even before I gave my initial order I found I was becoming enthusiastic over the idea. I then decided to make my department, not merely a means of meeting competition, but a live, money-making feature of the business.

advertise the department, but also livened up the appearance of the whole store, and in a sense were part of the decoration scheme.

How Trunks and Bags Were Advertised

“As it was just about this season of the year when the opening took place, I secured a list of people whom I knew traveled frequently, and particularly in the summer months. This was not difficult to do, as I was able to make up a list from memory. To each of them I sent a nice circular letter informing them of my new department, and telling of the satisfaction, service and quality I could offer. Many of those who received a letter, were good customers of the store already and were only too pleased to make their purchases in my establishment when they saw I really meant business and was carrying a respectable assortment. The others did not come so easily, but I flatter myself that by keeping after them through various means, I have secured the large majority, and though they may not trade with me exclusively, I am at least getting my share of the business, which is enough to show a good profit.

“Frequently I give the store window over to traveling goods entirely for several days. I found it paid in actual direct sales, to do this at intervals. Usually, though, I employ trunks, bags, and novelties, which I pick up here and there, as a background for shoe displays. Never is the store window dressed without at least one or two bags or suit cases being shown.

Requires Constant Attention

“I must say, for the first few months my attention was engaged pretty constantly, but it certainly was well worth



ONE OF THE LATEST TYPES OF SUIT CASES
By courtesy of Eveleigh & Co., Montreal.

the time I spent in boosting traveling goods, and I have never regretted a single moment spent in so doing. I gave my clerks instructions to mention and bring the attention of possible buyers to our trunk and bag section at every opportunity. I myself made it a point to have a personal talk with each of my shoe customers on the subject. Perhaps at the time they were not in need of anything, but with nearly all of them the time has come since when a trunk or bag was needed. One means I found very effective was the enlisting of everyone possible as a salesman for my store. This I was able to do by asking the advice of my patrons, informing them of the department, and asking their cooperation. It seemed to put them on their mettle, and though often they did not need anything themselves, I know of dozens of cases where they went out and directed the attention of people who were contemplating a purchase, to my store. When I got customers in the store it was the aim of myself and staff to turn them into steady patrons. I posted myself up pretty well on trunks and bags, and was able to give customers much information of a helpful nature; this they appreciated. For instance, the quality of the different materials used in the stock, the difference between a sheepskin suit ease, and one of cowhide, the difference between fibre and ordinary trunks and a dozen and one little points that made them feel we were taking an interest in selling them.

"Intelligent buying is very necessary in order to get best results and to operate the department profitably at a minimum cost. In my new venture, as I always do in any new scheme I am working, I went slowly at first in order to get the "feel" of the trade, for the first few months, and gradually expanded as I acquired more and more knowledge of trunk and bag conditions. It was my chief aim to avoid tying up too much capital, but nevertheless I felt I did not want to be 'skimpy' in the lines I showed. A too small stock will discourage business instead of encouraging it

as is necessary. Taking my head salesman into my confidence when buying proved very helpful to me.

"A good start can be made with a dozen or fifteen different styles and size trunks ranging from \$2 to \$5 wholesale. Stock up with one or at most two sizes in each style, in keeping with the space at your disposal. This policy I found to be a very good one, and I followed it out in stocking club bags, and suit cases. I found that a little thinking along with the aid of a reliable salesman from one of the manufacturing houses enabled me to install a fairly good initial stock for a little over \$100. One of the things I found helped me greatly was the feasibility of taking catalogue orders, that is, having a catalogue at hand and supplying patrons with anything in the traveling goods line within a week's time. Usually, when one is contemplating the purchase of a trunk, bag, or suit case, they are not in a great hurry, and in order to secure just what they want, are willing to wait for a week or so. Therefore, whenever a customer is looking for anything special I let him or her choose it from the catalogue, and act merely as middleman. The average merchant would be surprised at the number of sales to be made by this means. The usual call, however, is for a trunk or bag at a price ranging from \$3 to \$10, and stock of this nature can always be carried in the store."

Making Room for the Department

The chief objection of many shoemen toward a trunk and bag department is the lack of suitable space offered in their establishments. When questioned on the subject, you will very often hear the retailer say, "Sure, I realize the possibilities for a trunk and bag department, but where am I going to get one in in my store which is already too crowded?" In some instances there is reason for a complaint of this kind, but in the vast majority, some portion or other of the store can be utilized if one will only investigate thoroughly. It may not be as large as we would like, but "half a loaf is better than no bread" and the same applies to the space used for displaying traveling goods. Possibly you can utilize the top portion of the store wall three or four feet below the ceiling as was done by the retailer whose experience was given above. If unable to do this, there may be a possible solution of the difficulty in showing a few suitcases and bags in a show case and storing the remainder in the basement. Many shoemen use part of the small room usually found in the rear of shoe stores for the storing of surplus stock. Others, when they can conceive of no other means of procuring space, take a section of the shelving used for shoes, even though it is only a few feet of space.

You may feel that by so doing you are injuring the shoe end of the business, but things are in a pretty bad state when you are unable to spare a few feet of space at least from the space taken up by your stock of footwear. When you come to consider the matter, it is not a gamble you are making, but a really beneficial move which will not only bring in additional revenue from trunk and bag sales, but which will also do much to advertise the store, by bringing into it many people who would not come in the ordinary way.

The writer was told recently by a large trunk and bag manufacturer that the different trades controlled the sale of traveling goods in different provinces. In some parts of Canada the saddler holds the whip hand. In other portions of the Dominion the general store handles the bulk of trade, in other parts men's wear and haberdashery establishments are cutting into the game. The shoe store, however, is becoming more and more in the eyes of the consumer, the logical place to secure his trunk, bag or suit case. This is because shoe retailers are going after the trade and making a strong bid for the business. It is a profitable sideline for any store if properly handled, and it is to be hoped that within the next few years shoe merchants will develop the trade to such an extent that their right as the most logical retailers of trunks and bags will be indisputable.

More Customers Are Eye-Minded Than Ear-Minded

Arrangement of Your Windows and Display of Your Stock Count for Much—Appealing to Footwear Customers Through Their Senses—The Psychology of Scientific Salesmanship—Useful Hints That Will Help Sell More Shoes

The problem of the salesman is to get the customer to learn about the merchandise, to become interested, and a desire to buy. This is essentially a psychological problem, for psychology deals with the methods by which the mind gets ideas and how it uses them.

It is a matter of common sense that the way to reach the customer's mind is through his senses, hearing, seeing, touch, smell, and taste; but it is not a matter of common knowledge that individuals differ widely in their ability to acquire knowledge through these senses. It is a fact of psychology that some learn new things through their eyes more readily than through their ears, while others learn much more through hearing than through sight.

Those who learn most readily through their eyes are called eye-minded. Those who learn most easily through their ears are called ear-minded.

Ear-Minded Understands What He Hears

The lesson from these simple facts of psychology for the salesman is perfectly clear. To try to sell to the eye-minded person the salesman must show the customer the goods, point out the things that may be seen and give the customer the opportunity to look over the goods. The ear-minded person must be appealed to by telling him the things he should know about the goods. Though he has eyes, he may not see until told, appealed to through hearing, what to look for. The eye-minded person understands what he sees. The ear-minded person understands what he hears.

It seems that more people are eye-minded than ear-

minded, but it may be stated that more people learn through the sense of touch than through either seeing or hearing. The sense of touch is a remarkable sense. Its contributions to the mind are not as definite as those from the eye and ear, but it seems to be no less powerful in helping the mind to form ideas. It is the oldest sense in the body. It begins to function before any of the others. It continues to work up to the point of death, even long after sight, hearing, smell and taste have passed away. The deaf and blind depend almost entirely upon the sense of touch. Helen Kellar's wonderful achievement of a good education, ability to write and to speak, are all due to her cultivation of the sense of touch. Everyone uses the sense of touch in acquiring knowledge about things much more than most people think or are conscious of.

Hold a bright object before a little child and it will not be satisfied to enjoy it by merely looking at it. It will want to get it into its hands. Why? Because Mother Nature has implanted an instinct in it that tells the child that its eyes may be developed, that sight is incomplete, as well as deceptive, and that, to know all about the object it must be touched or felt.

She Wants to Handle It

This instinct to learn about things through the sense of touch is what prompts the shoe shopper to want to handle the merchandise she is shown. Every good salesman makes his appeal in some way to the sense of touch. The vacuum cleaner salesman gets the customers to work the machine.



Silk Hose Free with every Pair of Regal Low Shoes

To emphasize the relation between Fine Hose and Smart Shoes the Regal Boot Shop, headquarters for "Holeproof" Hose, offers, for this week only, a pair of Standard Silk Hose to every purchaser of a pair of "Regal" low shoes.

The Regal Boot Shop

"HEADQUARTERS FOR 'HOLEPROOF' HOSE
556 ST. CATHERINE STREET WEST
NEAR STANLEY.

HOW LEADING MONTREAL SHOE HOUSE FEATURES HOSIERY DEPARTMENT. A SPLENDID SAMPLE OF A NEAT EFFECTIVE ADVERTISEMENT.

PEEL'S SHOE STORE

Cool Summer Shoes Slippers and Pumps

White and
Black Canvas
Colonials
Pumps and
Oxfords



Special Range
of Ladies'
Misses and
Children's White
Canvas Button

Prices range from \$1.00 to \$2.00

See our big showing of Ladies Patent and Gun Metal Pumps, all styles, ranging from \$1.75 to \$4.00.

Also Men's and Ladies' White and Black Tennis and Bowling Shoes. We carry the celebrated Fleet-Foot and prices are low.

COME IN AND LOOK THROUGH

PEEL, THE SHOEMAN

A NICELY DISPLAYED ADVERTISEMENT OF SUMMER FOOTWEAR BY ONE OF THE LEADING RETAIL SHOE STORES OF OWEN SOUND

The clothing salesman gets the customer to try on the garment. The shoe salesman sells shoes by fitting the feet, and fitting means appealing to the sense of touch. Even the life insurance salesman appeals to the sense of touch by giving his prospect a card or folder to hold, something that will at least keep the touch nerves busy while he is trying to reach the customer's mind through ear and eye. One of the reasons why it is so difficult to sell insurance to some people is because they are neither ear, nor eye-minded. It is almost impossible to make an effective appeal through these channels. They are of the type who learn more through the sense of touch than through either hearing or sight.

The senses of smell and taste are likewise important in the selling of some kinds of goods. Expert salespeople will appeal to them whenever possible.

Must Know the Characteristics

Without intimate knowledge of the customer it is impossible for any salesman to tell easily just which of the senses is the main highway into the customer's mind. This is a difficulty that can be surmounted by taking no chances. Appeal to every customer through as many of the senses as possible. Show the goods, tell about them, get the customer to feel them or try them on, and if there is odor or taste that should be known, get the customer to sample the goods in that way. Nearly all people who are not defective get some impression through all their senses. It is better to have the impression reach the mind through two senses than one, better through three than two, even about the same identical point.

Another fact of psychology that has enormous significance in selling is the following:

Every idea that enters a person's mind is accompanied by some feeling; and this feeling is either good or bad, pleasant or unpleasant, satisfactory or unsatisfactory. There is no idea so small that it does not produce some feeling, causing the mind to like it or to dislike it.

It is easy to see how significant this fact is in selling when one recalls that everything that the customer hears, sees, smells, tastes, or feels, may result in an idea, and that every idea, whether fully formed, or not, is classified by the mind as satisfactory, and, therefore, helps or hurts in making the sale.

Store's Appearance Creates Impression

The store's advertising, its architecture, the window trim, the doorway, the store arrangement, the arrangement of goods, the appearance and dress of the salesperson, the voice, speech, breath, etc., all produce their effect in the customer's mind, and that effect either helps or hurts in doing business. Knowing this fact the merchant and his salespeople can set out definitely to have all of these items produce satisfactory rather than unsatisfactory results.

Another fact of psychology is that every idea that enters a person's mind tends to be expressed. Not every idea is expressed, but it tends to be expressed. There are dozens of ways in which this tendency of expression may show. Speech, exclamations, shaking the head, movements of the hands or body, the brightening of the eye, the movements of the muscles of the face, laughing, crying, blushing, are all forms of expression.

Many people learn to control this tendency to expression or to show what they are thinking. Most people learn to control their speech to a certain extent. Some learn to control the expressions of their eyes. But very few learn to control the movements of the finer muscles of the face and body.

These expressions of ideas that are within the customer's mind are very valuable to the salesman. Every good salesman watches his customer's expressions with great care, for it is by these expressions that he must judge whether he is showing the right goods and pointing out that which is interesting, whether he is on the right track or not.

Skillful salesmanship consists in interpreting the customer's expressions quickly, making the necessary adjustments if the expressions seem to indicate that the salesman is on the wrong track, or pushing ahead forcefully if the expressions seem to indicate favor. No one can tell in advance what ideas will appeal to a strange customer. Every salesman must take a chance at the start, present some idea, then watch the customer for expression. If the expression is good or favorable, then the salesman knows that he may push ahead safely and positively. If the expression indicates disfavor, then the quicker the salesman turn some new idea or new phase the better for him.

The study of psychology yields certain facts and certain theories about the mind. Both are of interest to the salesperson. Even the most practical minded must accept the facts such as those given above and many others that might be given. Every good salesman succeeds because his practice squares with these facts whether he knows it or not. Progress toward success can be made most rapid, however, by consciously ascertaining the underlying facts and then building one's practice in direct accordance.

NEEDLESS SLAUGHTER OF CALVES

Beef steers sold freely in this market last week, says a despatch from St. Louis, Mo., at 10c. per pound on the hoof. This is a record price for July shipments in carload lots at the local stock yards.

It shows the scarcity of cattle and incidentally the scarcity and high price of hides. Dealers in hides and leather understand the situation, but we do not believe the general public realize what we are coming to by this falling off in the supply of meat or how it affects and will continue to increase the cost of living. Eventually meat prices will be so high as to make it practically prohibitive to persons of small means and help to make poor children and men with little money go barefooted.

There is, however, one remedy which might help considerably and that is to prohibit the slaughter of calves and young lambs. There is no justification for this practice whatever—it profits no one—a young calf brings but a few dollars. If allowed to grow until two or three years of age, it may bring a hundred dollars or more, if it is a steer and two-thirds as much if a heifer. Veal is not especially nourishing or digestible food, while good beef and milk are. If it is urged that not everyone who raises a calf is situated so as to hold and feed it until maturity, we can then say that the calf can be sold to men who have pasture and abundance of feed. It is more profitable to owners of corn and hay to feed it to stock than to sell it. There are farmers known who find it almost impossible to buy calves to raise and at the same time, thousands of these same calves are sold to the butchers for the few dollars they bring. The killing of small spring lambs is another waste. They make so little and such expensive meat that only a few can buy it and nothing comes from the wool or pelt of any value. There should be legislation prohibiting the slaughter of both calves and young lambs and a commission or bureau appointed in each county to facilitate the sale and distribution of all surplus calves and young lambs among farmers who have facilities for raising them. Thus we may increase our herd and flocks and reduce the cost of living.

How Leather is Tanned—Story Told in Plain Terms

Way Hides and Skins are Secured—Various Interesting Processes in the Leather Factory—Different Kinds of Tannage—Treatment of Sole and Upper Leather—How to Tell Value of Various Kinds—Comparison of Chrome and Vegetable Tans—A Fund of Timely Information in Short Shape

(Concluded from July 1st issue.)

Nearly all shoe leather is tanned by the chrome process. Some heavy shoe leathers, such as oil grain and imitation Kangaroo are tanned with vegetable materials or with a combination of the chrome and vegetable tannages. Russia calf is generally tanned with Gambier or Quebracho or a combination of both. Wax calf is tanned with vegetable materials. Glove leather is chrome tanned. Book binding, furniture and bag leathers are tanned with sumac or other vegetable materials.

Chrome tanning is done by the one bath or by the two bath processes, in revolving drums or paddle wheels.

The one bath process is the one most generally used. The skins are first drummed in a solution of common salt with perhaps some glauber's salt to open the pores more thoroughly and make the skins more receptive to the tanning materials. After about 45 minutes rolling in the drums a concentrated solution of basic chromic sulphate or basic chromic chloride, called a chrome liquor, is run into the drum through the hollow axle. The skins are drummed in this chrome liquor until they are tanned, which takes five or six hours. The leather may be left to remain in the liquor over night.

In the double bath process the skins are first run in a solution of bichromate of potash or soda and hydrochloric or sulphuric acid and water. They are drummed in this solution for three hours. A chromic oxide is formed which penetrates the fibres of the skins. The chromic oxide would, however, be washed out if nothing further were done with the skins and the chromic acid formed would eventually destroy the leather. After the first bath a solution of hyposulphite of soda (common photographer's "Hypo") and hydrochloric acid is prepared, in which the skins are run three or four hours. At the end of this time they are a blue color through and through and are permanently tanned. This last bath changes the chromic oxide into a basic chromic chloride or basic chromic sulphate, as the case may be, which unites with the fibres to form leather.

Comparison of Chrome and Vegetable Tannages

In the chrome tannages each fibre is surrounded by a coating of mineral and oil which do not combine with the fibre, but preserve it by keeping water and air out. Chrome leather is stronger, softer and more easily made waterproof than vegetable tanned leather.

In vegetable tanning the vegetable tannins such as exist in hemlock bark, oak bark, Gambier, etc., together with the oils stuffed into the leather, combine with the hide fibre rendering it insoluble and proof against decay. This compound of hide, tanning and oil resists ammonia and acids strongly, though in time they gradually destroy the fibre.

The disadvantage of vegetable-tanned leathers is that they are naturally rather stiff and firm and when exposed to water or hard weather, and even after ordinary wear they often become hard and uncomfortable on the feet. This hardness can be greatly lessened by working regularly into the leather when worn, a mixture of animal greases. It is impossible, however, in the nature of this leather that it can have the soft, mellow feel of chrome leather. Vegetable-tanned leathers do not have the dur-

ability and strength of chrome leathers and unless stuffed heavily with oils are difficult to make waterproof. Some shoe upper leathers are tanned by both chrome and vegetable processes, one following the other.

Splitting

Cow or horse hides are too thick and heavy for ordinary upper leather and must be split into two thicknesses. This is done by presenting the edge of the hide to a sharp revolving band or belt knife, which passes through it parallel to its surface, splitting the hides very quickly and neatly into two thicknesses. The belt knife splitting machines consist of a steel belt about 2 inches wide running rapidly in tension over two pulleys through a horizontal grooved guide, and kept sharp on one edge by an emery wheel. Against this edge the hide is forced by passing between brass rollers, the upper of which is straight and perfectly rigid, while the under one is in sections resting on a lower roller of India rubber and can thus give to the inequalities of the leather. The thickness of the split is regulated by raising or lowering these rollers, and an upper split can be taken, almost as thin as paper if desired, and quite uniform; while the inequalities remain on the lower split, which is often levelled by splitting a second time. Calfskins are split only in the thicker parts on the union splitters. On these the skin is merely pulled over a sharp horizontal knife under pressure to split the skin to an even thickness all over.

Splits

All the thicknesses of hides, except the grain, are called splits and are made into various kinds of cheaper leathers. Some of the splits are retanned in a chrome liquor, buffed on an emery wheel, and dyed and finished to make cheap gloves or shoe tongues. Waxed splits are bark tanned, colored black and waxed—finished on the flesh or split side for use in cheap shoes. Flexible splits are bark tanned, made firm and rolled flat for use as insoles of shoes.

After hides are tanned and split, they are shaved on the flesh side to remove all shreds of flesh and to give them a smooth appearance as well as to remove lumps or marks due to poor splitting. This process is accomplished by placing the hide on a rubber roller and bringing it up against a revolving cylinder fitted with sharp radial steel knives, which remove whatever shreds of flesh have remained on the hide. Goatskins and other light skins are not split at all, but are shaved all over to give a uniform thickness.

Currying and Finishing

Currying and finishing vary greatly according to the kind of leather desired. Each tanner has his own method of currying and finishing his leather. We will, however, describe general methods for the best known leathers.

The first process to which harness leather is submitted after being tanned and shaved is scouring. This is done on a flat board, on which the hide is placed so that a power-driven scouring stone goes back and forth over the hide to work down the grain.

In order to make the leather pliable and give it longer life it is stuffed with heavy greases. This stuffing is done

in drums in which the leather is rolled with the warm greases until it has absorbed them. A very thin surface layer of the grain is removed with a special knife or buffing slicker, with which the workman goes over the hide. This is called buffing. It removes scratches and other defects from the grain. A blacking is now put on the grain side with a hand brush. The grain is smoothed down several times by jacking. The jacking machine has an arm with a reciprocating motion, which draws a blunt steel blade or stone down over the leather under considerable pressure. The surplus grease is scraped off with a dull slicker and a polish is brought up by brushing the leather with a revolving machine brush. The harness leather is now ready to be sorted into grades and sold by weights.

Collar Leather

Leather for horse collars is made in the natural tan color of hemlock or oak tannage. It has a full grain, i.e., the surface of the grain is not buffed off. It is made somewhat softer than harness leather.

Currying of Shoe Upper Leather

The dried out skins from the tan-yard are now leather, but they are hard and lifeless. Stuffing the goods with oils, fats and waxes is necessary for the production of upper leather. The object of this process called stuffing or fat-liquoring, is to coat the tanned hide fibres with the fats which lubricate them and render the leather pliable, and also to fill in the spaces between the fibres and thereby give weight and water-proofness. Fat-liquoring really is the replacing of the natural oils of the skin which have been removed in the liming and other processes. Fat-liquoring is generally done by drumming the leather in an emulsion of oils and soap in warm water. The materials used are neatsfoot oil, cod oil, tallow, stearin, ordinary soap, etc. These materials are allowed to penetrate the skins thoroughly.

Dyeing

At the same time as fat-liquoring or afterwards the skins are dyed black, brown or any other color desired, by solutions of natural dyestuffs or aniline or other dyes in water in which the skins are drummed. Some heavy leath-

ers are only colored on one side. Then the colors are laid on with a hard brush.

Setting Out

Setting out also called "putting out," has for its object the stretching, straightening and smoothing of the leather, and the removal of the water carried in the skins from the coloring drums. The process is begun on a machine but completed by hand. The leather is laid on a smooth surface, usually a slab of marble or glass and scraped over with a blunt steel blade, which stretches it out, and at the same time presses it close to the slab, to which it adheres. All wrinkles are thus removed. The leather is next dried in hot air tunnels. After this the skins are piled and allowed to remain for several days, so that the fat-liquor will work through them and make them mellow and pliable. They are then wet back and piled down so that the water may permeate evenly all through, and are then ready for staking.

Staking

A mechanical softening and stretching called staking is given the leather. The staking machine is a table with a wide slit down the centre, through which two arms move back and forth meeting each other, so as to grip the skin placed on the table between a roller on the extremity of one and a block or two blunt blades set three inches apart on the extremity of the other. By the motion of the arms the skin is pulled out strongly while the operator holds one side. After each stroke the skin is released and shifted so that all parts may be stretched. The object of staking is to further soften the leather and to take some of the stretch out of it.

Tacking

Before the finish is applied to leather it is usually "tacked" or stretched on boards while damp, to pull out the wrinkles and get out all the stretch and to allow it to dry with a permanent shape. The skins are laid on the wooden tacking frames where they are stretched and tacked by two men, one on each side, who have a tool which is both pincers and hammer. A few tacks are pounded in on one side to hold the skin and then both men seize the skin with their pincers or nippers, pull it out tight and pound in the tacks along the edge all the way around. At night the skins are dried by steam heat and the next morning are taken off the frames and are staked again to resoften them, and then trimmed with scissors.

Buffing the Grain

Skins which have a particularly defective grain are now buffed or snuffed. This is done by removing with a knife a very thin surface layer of the grain or by holding the grain side against a rapidly revolving emery wheel. After buffing the grain side is brushed over with a combination coloring and filler.

Finishing

Leather at this stage has a dull appearance, and no lustre. Those leathers which are not shined and which always have a dull appearance, such as are used in work shoes, may now be sponged with oils, measured and sorted into grades to be sold. A good many leathers are boarded in order to give them a distinctive pattern. The grain side is folded on itself and rolled under pressure with a cork surface board attached to the arm. This makes a square pattern on the surface when done up and down and from side to side of the skin.

Leather for dress shoes on which a bright or semi-bright lustre is desired, must be seasoned and glazed. Sea-

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."

—Elbert Hubbard.

soning consists in sponging the surface of the leather with a liquid dressing consisting of albumen, or some similar preparation which will coagulate with the heat of friction.

After seasoning and drying leather is glazed. The glazing process brings up the polish in about the same way that a brush does on shoes. The skins are glazed or rubbed over with a glass cylinder under great pressure. This glass cylinder is placed horizontally in a pocket at the end of a long wooden arm, which is brought down over the skin by a connecting rod from the fly-wheel of the machine. The skin is laid over a slanting board and held there by the operator, who shifts its position so that all parts of the skin come beneath the glazing cylinder which move up and down in a straight line, continually bearing on the skin with a heavy pressure. Some skins on which a dull polish is wanted are brushed over the surface with a revolving roller brush. Leathers on which a high polish is desired are sponged with finish, dried and glazed several times in succession. If an especially smooth surface is desired the leather is embossed after the first glazing. This is done by placing the skin beneath the hot steel plates of a heavy hydraulic press. The last operation is sponging a light coating of oil over the skin.

Shoe upper leather is sold by the square foot and is measured by power-driven measuring machines. Each skin is passed through the machine and a dial on the machine indicates the measurement to one-fourth of a square foot.

Patent Leather

Patent leather is chrome tanned, dried, fat-liquored, and dyed black as previously described up to the finishing process. Some of the grease given in fat-liquoring and some of the oil applied to the grain are not combined with the fibres, and unless removed will cause the varnish to slip over the leather so that finishing becomes impossible. De-greasing is best done by soaking the leather in naphtha and then pressing out the naphtha and drying the leather. When ready for finishing the skin is spread out and tacked on a frame, and the varnish which is mainly oxidized linseed oil, is applied with a brush similar to a paint brush. The skins on these frames are then placed in ovens so that the varnish may be baked on. Generally several coats of varnish are baked on the skin.

Shoe upper leather is received at the shoe factory from the tannery in bundles of one dozen skins or sides. When it is desired to cut shoe uppers from it, the skins are unrolled and laid on a cutting board. The cutter places on a skin of leather a pattern made of cardboard bound with tin. With a sharp knife he cuts the skins around this pattern into the shape desired, placing the pattern here and there on the skin to cut it up with as little waste as possible. In order to use leather to the best advantage a variety of patterns, large and small, are dove-tailed into each other on the skin. The centre of the skin along the back and especially at the butt end, is the best part. The flanks and neck run much coarser in appearance and looser in texture. They are put into the parts of the shoes which do not show so much, such as the tongue and back-stay. Linings of cloth are cut the same shape as the leather for the upper parts of shoes and are sewed to the leather. The remaining processes in connection with upper leather have to do with the sewing of the different parts together and attaching them to the soles.

AN APPRECIATION OF HIS WORTH

Few men of the past generation in the leather trade have left their mark more indelibly upon their fellows and their times than the late Arthur Russell Clarke. He came upon the scene just when the air was rife with sug-

gestions of new methods in his particular business and he caught the tide at the flow. His name will always be associated with chrome tannage in Canada as amongst the first to woo and win success in the use of this method with light stock. The manufacture of chrome kid, calf and patent



THE LATE A. R. CLARKE, TORONTO, SEATED AT HIS DESK.

colt will always suggest the name of A. R. Clarke. As a man amongst the trade, however, the late Mr. Clarke always stood pre-eminent for geniality as well as thoroughness. In his nearly forty years of going in and out of the trade, he made many friends by his open, fair and honorable treatment of all who were brought into contact with him. It was well said by a former pastor, as may be said by anyone going in and out amongst the shoe and leather trades, that no word has ever been heard against his good name. He was, outside of his business, interested in many philanthropies of the kind never reviewed in newspapers, and was forward in the good work amongst his business associates outside as well as inside the trades he was more particularly interested in. He is a man who will be missed in the largest sense of the term.

TWENTY-FIVE DOLLARS TO NAME A SHOE

The chance to win a cash prize for an attractive name for a new line of women's, misses', and children's shoes in welts, turns and McKays, is still open to any one connected with the retail shoe business in Canada. Many suggestions have been received by Getty & Scott, Limited, Galt, makers of the celebrated "Classic" shoes, who have decided, at the request of a large number of persons at present on their holidays, to extend the time limit of the contest until September 1st. Everyone is entitled to send in three suggestions. The name for the new line should be distinctive, easily remembered and comprehensive. Here is a good chance for any proprietor or clerk, who has not yet sent in suggestions, to get busy, in view of the period being extended until September 1st. Can you select a winning name? There is \$25.00 in it for you.

Should Repairer Vary Prices According to Stock Used?

Instead of Having One Price for Repairing Pair of Shoes He Should Have Sliding Schedule Based on Quality, Thickness and Tannage of the Leather—How the Machine Outfit Wins Over Hand Workmen

Undoubtedly, everybody engaged in the shoe repairing business is constantly feeling the pressure placed upon them by the steadily advancing prices, but on account of competition it seems it is difficult for them to know how to obtain higher prices, which they are entitled to and must have if they would remain in the business, says F. W. Whitcher in the Shoe Repair Shop.

From my observation, and information gathered from very reliable sources, it seems to me that there is steadily going on in the repairing trade a process of elimination of the old time hand shoe repairer, brought about by the advent of the machinery repair shop, which is crowding out the small hand workmen in every city of any size.

This is perhaps partly due to the fact that the hand workmen cannot earn enough in the spring and fall of the year to carry them over the dull spells of January and February or July and August, the winter months being exceptionally hard for them to go through.

On the other hand the machinery workman is able to keep up with his work even in rush times and by doing a larger volume in the spring and fall, can tide himself over the two dull periods of the year and make a living; as a machine repair shop can turn out in the vicinity of five times as much work per man as the hand workman.

By this evolution, the cost of machine sewed repairing has been brought down as low, if not lower, than nailed work, and it is, of course, much better, as it gives far greater flexibility.

While the prevailing prices of \$1.25 for sewing on a pair of taps and heeling, and \$1.50 per pair for whole soles sewed on and heeled, are all right and will yield a fair return, for soles and taps of a thickness of No. 10 or 11 iron, these prices are insufficient for heavy, firm taps or soles.

Higher Price for Heavy Work

For instance, a light tap costs the repairer from 20 to 30 cents per pair; whereas heavy and firm leather of a superior tannage and from the best part of the hide, costs them in taps from 35 cents to 40 cents, and whole soles from 50 cents to 55 cents; hence the better and firmer goods, which will wear from two to five times as long as the light and cheaper grades of leather, ought to yield a higher price to the repairer.

In order to accomplish this, it would appear as though the repairer could gradually bring this about by educating the public to the fact that there are all kinds and varieties of leather; that it is only leather of a thickness of No. 10 or 11 iron of a fair quality which can be used in repair work, for which \$1.25 for tapping and heeling and \$1.50 for whole soling and heeling is charged; and by showing a prospective customer the different thicknesses of leather, and explaining to him when some competitor offers to do the work for \$1.00 per pair, that he can repair the shoes at that price, providing he wants a thin or light stock and then showing him the heavier, firmer grades of stock of different thicknesses; making different prices for the work according to the thicker and better grade of stock which may be selected by the customer, he will gladly pay a higher price when he knows he will get far greater wear from it.

In other words, by using tact and ordinary business intelligence, instead of having one price for repairing a pair of shoes, he should make his price according to the quality and thickness of leather the customer wants the tap or sole to be,

and by varying his prices according to the quality, weight and tannage of the leather, he can always explain to his customer why it costs more for a thicker and better leather and can so convince his trade of the fairness of making his charges that way.

Some repairers are doing this and have a board arranged at a convenient place in the shop with upright pins attached to it, and have samples of taps and soles from the cheapest to the best arranged in the spaces between the pins on the board, which they use in illustrating to their customers the different thicknesses and quality of leather, and make their prices accordingly.

The customer cannot carry the thickness of leather with his eye and realizing that all leather is very expensive will readily appreciate the reason for having to pay more for the better and thicker grades compared with the thinner and lighter.

While the price for nailed work is arranged somewhat lower than that of sewed work, it is a fact that by the adoption of machinery, the sewed work can now be done just as cheaply as nailed.

Price of Nailed Work

For this reason, repairers ought to make the price of nailed work to their customers the same as sewed. If they did this the customer would naturally choose the sewed work in place of nailed, and he would consequently make a larger profit on all of his work.

In some shops, the part where the actual work is done is partitioned off from the room where the customer enters, and so a nice place is made for the customers to bring their shoes and to wait for them if in a hurry and wishing to take them away with them.

The feature of water-proofing soles, particularly thin and light soles, to prevent the wetting of the feet, could be developed to advantage and a charge made accordingly.

The tips of children's shoes could be re-enforced by putting copper or leather tips over them where the staving boy is apt to kick them out.

New counters can be inserted to straighten up the shoe where the old ones have broken down.

Linings can be repaired and an old shoe really made almost as good as new, giving the customer greater comfort and prolonging the life of the shoe, enough to warrant the expenditure for the work done.

By catering to all of these little niceties and showing the customer how by fixing this part and that part the shoes can be made to give much more service, they increase their business, gradually developing it until it assumes fairly large proportions for shoe repairing.

There is no question but that if shoe repairers will study the possibility of improving the business in all of these ways, and educate the public to the necessity of charging more for thicker and better grades of leather, they can hold their trade against competitors, and at prices which will yield to them satisfactory returns.

J. F. Griffin, a practical shoemaker, who has had 18 years' experience and recently resigned his position as superintendent of Sterling Bros., has opened an up-to-date modern shoe repair plant at 383 Front street, London, Ont., where he will make shoes to order and do repairing.

How to Properly Compute Shoe Retailing Costs

Authority Calls Attention to the Fact That It Costs More to Send Shoes Home in a \$2,000 Auto, Than to Carry Them Home Under the Arm—Modern Store Service Requires Good Cost Accounting—Shoe Trade is Working Toward Accuracy in Figures Slowly but Surely.

When I was a youngster mother gave me a stick and told me to go to the shoe store and get a pair of shoes to fit that stick. It was the size of sister's foot. I got the shoes, and lugged them home, wrapped up in a paper, under my arm. I left with the retailer the \$2 bill that mother pinned to my coat so that I wouldn't lose it. The shoes were roomy. They fitted sister comfortably. She put them on and wore them. And that completed the transaction of the sale of a pair of shoes in my boyhood days.

Those were simple, inexpensive days. I now realize it. Daughter has grown up to be as big as was sister in the days when I went to the store for her shoes. This is the way in which she gets her shoes. It is a complex way, compared with the simple ways in which I got sister's shoes. There seems as much red tape to it as there is to a government contract. And the expense of it is good and plenty.

The Modern Way of Selling

First, daughter looks over the advertisements in the newspapers. Then she puts on her bonnet and goes shopping. She goes to three or four stores, or perhaps more. She inspects the lavish window displays. She examines the pretty shoes that the obliging clerks show to her. After she reviews a fair number of shoes, she makes up her mind about the style and the price shoes that she wishes. Then she is fitted, an obliging clerk trying three or four pairs upon her feet, to get just the right size. Then she says, "Send them, please." The clerk ties them up in a neat carton, and an auto brings them to our door. The clerk rings up the charge on the cash register, and the bookkeeper enters it on the books, and, later, I get a bill, in payment of which I send a check, in return for which I get a receipted bill.

Now I guess you will allow that is a pretty complicated way in which to get a pair of shoes. It looks mighty complicated to me, as I remember the simple way of the days when mother sent me to the store to get a pair of shoes for

sister. But I believe that you will agree with me that millions of women shop as does daughter.

When Things Were at Rock Bottom

I am not finding fault with the way daughter shops. It is the common practice. Women shoppers everywhere demand the service that the stores give them. It is expensive service, comparatively speaking. Just remember that, when I was a boy and bought shoes for sister, I paid cash for those shoes and lugged them home myself. So there was no \$2,000 auto, with a \$20 a week chauffeur, and no office, with clerks and machines, for the purchase and maintenance of which the retailer had to levy on the \$2 bill that mother pinned on my coat. Nor did the retailer have any important items of expense for advertising, or for window displays. Nor did he have to charge off bunches of money on shoes that went out of style all of a sudden and were sacrificed on the bargain counter. He was down to rock bottom costs of doing business. That is, I believe, the reason he could sell shoes at \$2 a pair. Daughter's shoes cost \$5 or \$6 a pair to-day. And there is less leather in them than were in sister's \$2 shoes. It is the costs of doing business that add a lot to shoe prices to-day.

We Must Pay for Service

But I'm not complaining at the costs of doing business. If we want service in stores to-day, we must be willing to pay for it, and pay for it cheerfully, too. The only thing that I want to kick about is the variation in the charges made for services in selling a pair of shoes. I can see Bill Jones, who is one of the customers of my shoe manufacturing firm, getting about 75 cents a pair for his services in selling shoes. And I can also see John Smith getting \$2.25 a pair for his services in selling shoes. John is one of our customers, too. He is making money. He has the nerve to charge all his trade will bear. If his luck keeps up, he will soon be able

THREE LIVE MEMBERS OF TORONTO SHOE RETAILERS' EXECUTIVE



GEO. E. CHAMBERS, REGAL SHOE STORE



A. LEVY, RIGHT FORM SHOE STORE



F. A. GUINIVAN, WALK-OVER BOOT SHOP

to retire. But poor Bill Jones is just struggling along. He will go down and out, soon or late, unless he mends his ways and gets more per pair for his services in selling shoes.

I am not applauding John Smith and his big chrages. He is getting too large a margin of profit on his shoes to make his business a long time, conservative investment. But I would much rather sell him shoes from my factory than Bill Jones. What would please me most would be to have them strike a happy medium for their costs of service, and keep up to it, or down to it, whichever you please, so that I could sell shoes to both.

Of course, we will never go back to the days of my boyhood, when I went to the store with a stick, the size of sister's foot, and got shoes for her. That way is gone forevermore. But I am thinking we have not found the perfect way of figuring costs of selling shoes, and making charges for our services in selling shoes in retail stores, and I am fearing that business will not be really good and profitable until we do.

The Most Important Item

This matter of figuring costs of retailing, it seems to me, is the most important item in the shoe trade to-day. To go back a bit, to my boyhood days, the retailer had scarcely any more costs of doing business than a farmer has costs of maintaining a hitching post in front of his door. Then the retailer did all the business himself, except delivering, for I lugged home the shoes under my arm. To-day, in a first class, modern store, it takes ten or twelve persons to complete the sale of a pair of shoes.

There is the manager, the buyer, the advertising writer, the window dresser, the fitting clerk, the bundle wrapper, and the chauffeur, who delivers the shoes. Besides, there are the office clerks, who make the charges and collect the bills. They are all in the retail store, mind you. Then there is the equipment of the store, including the electric lights, the cash register, and the typewriter, all of which were unknown to the retailer who fitted the shoes to the stick that I brought to the store.

All of these things cost money. They are worth it. People are willing to pay for them. Yet many a retailer is always scheming and working to get back to \$2 shoe days. He will do it, even though he knows the story of the folly of the shoe stitchers who wanted to hang Elias Howe to a

sour apple tree because he had made a machine that would do the work which they had been doing by hand. Many of those stitchers, who were willing to join in the lynching bee, lived to see their wages double and triple and their work become much lighter and their hours of labor shorter.

Have to Figure Cost First

As sure as shooting, we are going to see a development in retail trade like that which took place among the stitchers after they had got to using Howe's machine. Retailers are going to organize their stores, and to put them on a strong, substantial and profitable basis. But before they do it they have got to figure their costs of doing business accurately, just as an engineer has to figure the weights of a bridge accurately before he can go ahead with the construction of it.

The shoe trade is working towards such accuracy in figuring. But it has not got there yet. Why, there are some fellows selling shoes at \$3 a pair whose costs of doing business are precisely the same as those of fellows who are selling shoes at \$5 a pair. They are doing business on a wooden bridge, that most any flood tide is likely to carry away, when they should have a good and sturdy iron bridge.

HANDLING HOSIERY IS PROFITABLE

It is sometimes quite a surprise to a merchant, who has confined his business strictly to shoes, to learn what a small investment is necessary to install a stock of stockings. Very often the shoe man has an idea that a very considerable investment in merchandise is required in order to enable a stocking department to conduct a successful business. The fact is that highly successful stocking departments conduct their business on a very small investment in merchandise, re-ordering frequently in small lots, and recording rapid turn-over.

Inquiry has led to the conclusion that the average shoe store desiring to install a stock of men's stockings can buy the necessary variety of styles in proper sizes and desirable quantities for \$150. Such an investment would furnish a very complete line in the leading styles and colors, in some such variety as: A popular line of silk lisle to retail at 25c and 35c; a line of pure silk and silk finish fibre to retail at 50c. These are, of course, the grades in most general demand. The assortment of styles would include stockings in black, white, tan, and a considerable number of other solid colors, together with clocked and fancy effects in silk lisle at the lower price and in silk at the higher price. With this sort of a selection, the shoe merchant is enabled to satisfy a very large percentage of all men's requirements.

It is universally true that the stocking department shows a far larger turn-over for the year than any shoe department is likely to do. The small stock of merchandise is turned many times through quick sale, and so the expense of selling stockings is considerably reduced. In fact, with small stocking departments not in charge of a special saleswoman, the department is not charged with any overhead expense, as the space required for the display and sale of stockings is so small that room for it can be easily found near the entrance to the store. Very little time is required to look after stock and make sales and the expense of such work is offset, in the judgment of many shoe men, by the advertising value of the bright, enlivening appearance which stockings give to shoe store interiors and window displays. The chief extra expense in connection with the stocking department is the cost of a few fixtures necessary to proper stocking displays.

For these reasons most shoe merchants consider the gross profits in the sale of stockings as just so much velvet.

F. C. Wilkinson, shoe retailer, of Owen Sound, has bought the stock of W. F. Gray, who has been in business in that town for a number of years.



AN INTERIOR VIEW OF SUTHERLAND'S SHOP HOSPITAL 389A BLEURY ST., MONTREAL, WHICH DOES A LARGE BUSINESS IN THE REPAIR LINE.

A Spirited Defense of "Millinery for the Feet"

Surely Woman is Entitled to Clothe Her Limbs as Beautifully as Her Head—Retailers Should Get as High Price for Novelties and Fads as Milliners Get for Their Dainty and Dazzling Creations—Femininity Demands Something New Which Shoe Man Must Provide.

Dear Mr. Editor:—In a recent issue of one of the shoe magazines, the long suffering shoe retailer has been told that his troubles are imaginary; that he is merely having "a case of nerves." Retailer and manufacturer, being so greatly dependent upon each other, it follows that the same condition must be true of the shoe manufacturer.

Living here in New York city, on Broadway and Fifth Avenue, every business day, my business life depending upon the correctness of my observation and study of shoe conditions, I also have been very anxious and disturbed, because it is my judgment that we are up against the problem of our lives. We are all caught in an upheaval—a revolution in the shoe industry. Perhaps the word "evolution" would be better, because the old order of things is passing away and the new conditions are complicated, perplexing, entirely different from the old.

My reason for writing this article is because, located here in New York, studying the situation, I believe I can help my fellow citizens engaged in our great industry by pointing out new, helpful roads for them to travel upon. If my views are not accepted, no harm will have been done; all I ask is credit for my attempt to be of help in this nation-wide time of trouble in the shoe industry.

Footwear Gone Mad

Before me is a two-page illustrated article from Sunday's New York Herald, June 13th; also a cutting from the New York Times, same day, entitled "Footwear Gone Mad." Both tell their own story, but I believe footwear has not gone mad; it is coming to its own. In Oriental countries we are told that the best dressed ladies wear jewels upon their feet, as well as upon their hands and upon their heads. Why should not a beautiful woman wear millinery upon her feet as well as upon her head? With many of them their feet surely are much better looking than their heads; a woman loses her beauty—her hair, her eyesight, her teeth. Her face becomes aged and wrinkled, but her beautiful feet and ankles are the features she retains until the end.

A woman is entitled to clothe her beautiful feet beautifully. What does this then mean to the shoe man?

It means, that the shoemaker, who sticks to his last will be obliged to make boots for lumber men, plough men, soldiers and keep away from shoes for modern women.

The shoe factory man now faces a harder proposition than the wholesale manufacturer of millinery for ladies, because the fit and durability of a hat does not count for much. It is art that counts; a woman pays ten times the value of the raw materials, when she buys a finished hat.

He Must Be All Things

The shoe factory man must be a milliner, a dressmaker, a tailor, because his shoes must fit better than a hat, must stand one hundred times the wear that a hat ever gets, must display all the art and good taste of milliner, dressmaker, tailor and bootmaker.

It is no wonder that the poor retailer is anxious and worried; he ought to be. This revolution is going to either wipe him off the face of the earth to give place to a new race of shoe retailers and shoe factory men, or the present retailers and factory men have got to adapt themselves to the new conditions.

I strongly advise that the first step that shoe retailers and shoe factory men take is to employ more and more young, educated women in their business, making it more and more like millinery and dressmaking. The millinery houses are

owned by men but operated by women. I think the same is largely true of dressmaking firms. I strongly advise that we follow the lead of these industries and employ more women; then, I strongly advise that these women be sent to New York at least twice a year and, if possible, occasionally to Paris and London at least once a year, to study styles.

Get Big Price for Novelties

Finally, above all things, I advise that retailers demand as large a price for millinery shoes as the milliner gets for millinery hats. He ought to get more because he sells two shoes at one price, to one person, while the milliner only sells one hat to one person for one price. If any shoeman does not know what price to ask for his shoes, I advise him to go to his wife or grown-up daughter and ask them what they pay for their hats. If he gets millinery prices for his shoes, he never will kick at selling millinery shoes. He must not sell millinery shoes at staple prices; he must follow the example of millinery and clothing stores, and ask big prices at the beginning of the season, enabling him to work the law of average in his business, and sell the poor styles later, at low prices, at bargain sales, thus working off all dead stock, for no woman can resist a bargain.

Looking backward, I can see how slowly but irresistibly this revolution has been growing; ten years ago, when we were advertising cravanette for shoes in double pages in the shoe magazines, many ridiculed us and told us we were wasting our money. They said cloth tops would never go.

A few years ago, when we advertised and sent out samples of fawn and grey cloths for shoe tops, very few took us

HOME OF AURORA CALF

One of the most complete, up-to-date leather factories of Canada is that of the Collis Leather Co. Limited, of Aurora, Ont. Mr. Collis, who has had charge of some of the most modern plants on this side of the water as well as in Great Britain, knows the calfskin business thoroughly.



Mr. A. Bonisteel, the secretary-treasurer and energetic sales manager, knows and handles the selling end. The reputation of "Aurora Calf" has not only made itself felt in the Dominion of Canada, but has already made a favorable impression abroad. This firm claims to be the largest importers of raw French calfskins in America.

seriously. The tidal wave on colors came last fall; there was a wild rush such as the shoe industry had never seen.

Shoe men must learn the ways of women and fashion. One of their maxims, more unchanging than the Constitution is: "One might as well be out of the world as out of the fashion."

America is now the world's wealthiest nation. The vast growth of clubs for women—bridge, dancing, country clubs—long vacations, both winter and summer, has changed our living conditions. Our wives and daughters don't have to work as our mothers worked, thank God!

Rich women rush fashions, because, as soon as the rich woman finds that her cook has a hat, gown or shoes like hers, she demands something new, which the shoe man must provide, just as the milliner and dressmaker does.

Some years ago, when we introduced our white Egyptian Reignskin cloth, costing about 15 cents per pair more than Sea Island canvas, which, in those days, was luxurious compared with army canvas, many shoe men said nobody would ever buy cloth of such high quality. Instead of nobody buying it, everybody wanted to buy it. We could not supply all the demand when the rush came.

No, the shoe retailer is not up against "a case of nerves." His poor, overstrained nerves have a right to ache—he is face to face with a revolution. Sincerely yours,
—WM. F. PETERS, Peters Mfg. Co., Boston and New York.

NEWSY HAPPENINGS FROM ST. JOHN

Friends of David B. Pidgeon in the shoe trade in Eastern Canada, will be pleased to learn of his having been promoted to the rank of Captain with No. 5 Company, C. A.



CAPT. D. B. PIDGEON, ST. JOHN, N.B.

S. C., now on overseas duty in England, and expecting soon to be sent to France. He left St. John, N.B., as lieutenant, but has been promoted to paymaster captain. Capt. Pidgeon was formerly in the retail boot and shoe business in North End, St. John, now being conducted during his absence by L. T. Roberts, who has been in the service of C. B. Pidgeon for many years.

Walter L. Jones, formerly a popular member of the traveling staff of the Hartt Boot and Shoe Co., of Fredericton, N.B., is also a member of No. 5 Company, C. A. S. C. He belongs to St. John, where he enlisted and went on overseas duty with the unit, holding the rank of company paymaster sergeant. When he reached England Sergt. Jones found that if he wished to hold his rank he would have to

remain in England. "That's not what I enlisted for" the plucky ex-shoe traveler said. "If I can't get to France as a sergeant, then I can do so as a private. Here are my stripes." There was nothing for it, he was determined to see action in France, and reluctantly Lieut.-Col. Massie, formerly manager in St. John for the Canadian Consolidated Rubber Co., accepted his resignation from the sergeant's office, which Jones had filled with outstanding ability. Word received at his home here this week, however, was that Walter Jones was too bright a young fellow to remain in the ranks, and once again he had been made a non-com., this time with nothing to thwart his ambition to get to the front.

R. T. Hayes, manager for the J. M. Humphrey Co., Limited, St. John, N.B., has been honored with an appointment to a special assessment commission selected this week by Mayor Frink. It consists of seven leading and representative citizens, the idea being an investigation into the assessment system in this city, and the possibility of making a revision or improvement. Mr. Hayes has been active in civic affairs, having been a former alderman, and the choice has met with popular approval.

Commercial travelers throughout the Maritime Provinces, including representatives of the boot and shoe trade, are interesting themselves in a scheme to provide two motor ambulances for service with the Red Cross at the front. They held a well attended meeting in the board of trade rooms last week, at which the matter was enthusiastically favored and many subscriptions received. The travelers, regardless of what association they are affiliated with, will subscribe at least five dollars each to the fund, which, on the day after the project was announced, had already totalled \$500, and was growing rapidly. The motor ambulances will be given in the name of the Maritime Commercial Travelers.

RIGHT WAY TO FIGURE PROFITS

If an article cost \$5.00 and sells for \$6.00 the profit is 16 2-3 per cent. \$6.00 less \$5.00 leave \$1.00 profit. \$1.00 divided by the sale price \$6.00 decimally gives 16 2-3 per cent.

If a shoe costs \$3.75, what must it sell for to show 25 per cent. profit? Answer, \$5.00. Deduct 25 from 100, this gives a remainder of 75, the percentage of cost. If 375 is 75 per cent., 1 per cent must be \$3.75 divided by 75, or 5c, and 100 per cent. must be 5 times 100 or \$5.00. If you mark your goods as many do, by adding 25 per cent to your cost price as your selling price, you would get but \$4.69 or 31c less than by the former method. When you take 25 per cent off your price by the former method you have your cost \$3.75 intact. Take 25 per cent off when figuring by the second and see if you will.

As it costs from 15 per cent to 25 per cent to do business, here is given a table showing what a shoe must be sold for above the percentage price to make a certain percentage of profit.

Add to cost 17.65%	to make on selling price 15%.
Add to cost 19.05%	to make on selling price 16%.
Add to cost 20.00%	to make on selling price 16 2-3%.
Add to cost 20.49%	to make on selling price 17%.
Add to cost 21.96%	to make on selling price 18%.
Add to cost 23.46%	to make on selling price 19%.
Add to cost 25.00%	to make on selling price 20%.
Add to cost 26.58%	to make on selling price 21%.
Add to cost 28.21%	to make on selling price 22%.
Add to cost 29.88%	to make on selling price 23%.
Add to cost 31.58%	to make on selling price 24%.
Add to cost 33 1-3%	to make on selling price 25%.
Add to cost 53.85%	to make on selling price 35%.
Add to cost 66 2-3%	to make on selling price 40%.
Add to cost 100%	to make on selling price 50%.

STRAY SHOTS FROM "SOLOMON"



There is a kind of fascination in breaking the law with some folks and it extends to some very respectable people, too. There are people, for instance, who would shrink in horror from shop-lifting who have no compunction about smuggling. There are men who would not think of robbing a bank who will force extra discounts and squeeze unjust concessions from those who sell them goods. There are hundreds of "little" law breakers who comfort themselves on Sundays with the thought that they are not common vulgar sinners. There are plenty of law breakers who do not realize that they are violating any statute of God or man and who go right along until they are brought up short at the bar of judgment. There are those who violate the laws of health, for instance, and only realize the fact that they have been running counter to the laws of their bodies when they have to drop their tasks and put up the penalty. "Whoso keepeth the law is a wise son but he that is a companion of riotous men (literally, feedeth gluttons) shameth his father." There are plenty who break the laws of sensible living and blame providence when the bill has to be paid. "Work more and eat less" is good advice for both old and young this age.

It is a bad thing when you see a man who knows better running with "sinners." When you find a clergyman "mixing" with race track touts or a business man with drunkards, you may be fairly sure it is not to reform them. It is all right to give these people a lift or a leg up morally, but to be frequently in their company is good evidence of a leaning towards their ways. Worse still is it to see a decent man herding with loafers and joining in their coarse jokes and evil conversation. If you haven't sand enough to take your stand for righteousness when you are in a crowd of loose-tongued and easy-conscienced fellows, keep away from them or they will make you worse than they are. The most pitiable sight in all the world is a man who has had the opportunities and inclinations of a respectable life sinking to the level of those whose highest ideals in life are those of the bar-room and card table. "A righteous man falling down before the wicked is as a troubled fountain and a corrupt spring."

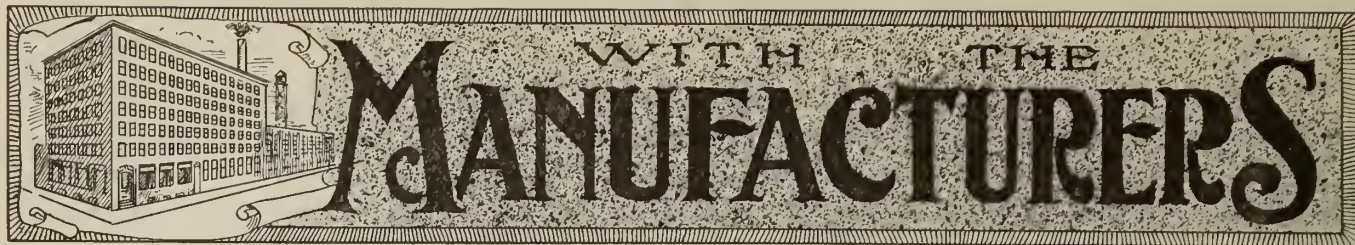
You talk about hard times, but it is hard to believe there is much suffering when you look at people coming out of the theatres or "movies" or when you look at the crowded excursion boats or the jammed seats at the ball game. At the very least we are not stinting ourselves these days, war or no war, and that is the truth. That is why the line-up at the bar and iced drinks counter beats that of the recruiting station. The young fellows of our country are having so good a time that they are willing to leave the Cockneys and Cossacks to fill their places at the front. They would rather air their new clothes and chase skirts than don the king's uniform and fight for their country. The curse of Canada for some years past has been the love of easy money and good times. The spirit of Uriah, the husband of Bathsheba, who refused to stay at home with his wife when the fate of his country hung in the balance is sadly lacking. "It is not a good thing to eat much honey." It does more than give a sour stomach. It unfits him for the plain fare and trying experiences of the trenches.

Don't run away with the idea that it is not Christianity to knock a little sense sometimes into the head of a man before you give him the gospel of love. It is a good thing to feed your enemy, but there are times when a full stomach is not the best thing for him. There are men whom a good crack on the head will do more good than a shake of the hand. To "turn the other cheek" means often to give a bully a chance to develop his meanness and get up courage to inflict it on someone who can't resent it. Just now there is some talk by "peace at any price" enthusiasts about ending the present war and stopping the carnage. To let Germany get away with the frightfulness of the past few months would be to do her an injury as great even as those who are likely to suffer from the tolerance of this spirit. This is a case where the policy of "giving bread" to the enemy means helping him to continue his horrible course.

Have you ever had a broken tooth? Have you ever had to turn your bite over to the other side and manoeuvre it around to get it fit to swallow? Have you ever suddenly dropped the damaged molar on a crust or a cherry pit? If you have and kept your religion you are a hero. There are men just like a broken tooth, they are only in the way. The fact that they are men makes the excuse for trying to use them, but they are a constant menace to the faith and good will of their fellows. "Confidence in an unfaithful man in a time of trouble is like a broken tooth." Have you ever set a man at a job and gone on with your other arrangements only to find that your man shirked or miscarried and brought all your plans to naught. It is better to drop a fellow you can't depend on than try to reform him. Charity is all right in its place but there are men who make their place of business "homes for incapables," which is the dearest form of philanthropy a man can indulge in. "A faithful man who can find?" They are scarce and when you find one grapple him to you with hooks of steel.

There is no doubt that the authorities are right in making as rigid a test as possible with the young men offering themselves for service in the army. This war is no picnic. Life in the trenches and battlefield calls for the best that our young manhood can offer. As never before, the material put forth by the nation must combine the best qualities of alertness and endurance that belong to the soldier. It may seem ridiculous that men should be rejected on account of their teeth or eyes who are otherwise fit, but it has been said an army travels on its stomach, and these days of mixed warfare a man has to be able to see what he is fighting. "The horse is prepared against the day of battle" was said at a time when the individual horse counted in the conflict. To-day it is the men who count and it is only right that the army surgeon should see that no broken, spavined, short-sighted units make up the force that is fighting for the world's freedom. If men would only have the same care in preparing themselves for the battle of life there would be fewer disasters.

Solomon



SPOTLESS TAN SHOES IN THE FUTURE

A tan leather has been tanned in such a way that is said to be spotless. Tan shoes are pretty and look well for perhaps the first three or four weeks, with good care, but after that they begin to get spotted and when they are shined the paste and liquid is put right on over the spots, as it is almost impossible to get all the spots out. Then that is the time when most of us wish that we had bought a pair of black shoes. However, if this spotless leather is all that it is cracked up to be it should have a big sale and become very popular.

It is said that mud, water, oil, or even ink, will not spot it. It is in reality a tan patent leather, but it will not crack, and comes in rich shades of tan and brown; combinations are made of the two shades. All that is necessary to clean it is a sponge and soapy water. When the shoe dries it regains its original lustre.

* * *

APPEARANCE IS WHAT IS WANTED

It does seem too bad that so many frills and fancies must be added to footwear. All this fanciness does not increase the wear of the shoe, but instead increases the cost to a great extent. There are many items in shoe manufacturing that are an absolute waste of energy and money. The frills, however, are necessary nowadays for the sake of appearance and to aid in selling the shoes, says Shoe Topics.

Service does not count so much in a shoe to-day; appearance is what is wanted and what the public is paying for.

Looks are the big factor in selling. Graceful lines do not necessarily cost any more than ungraceful lines. Comfort in a shoe is no added expense, either. The last governs the comfort, and, therefore, this causes no added expense.

The added expense for the sake of looks starts from the top of the factory. For instance, everyone knows that a plain edge is stronger than a folded one. A folded one looks better, however, so the additional 3-8 of an inch of leather is used for a fold. Then much perforating is done in the stitching department. A shoe without perforating is stronger, but perforating looks prettier. Top-bands, meaning extra cost in labor and materials, do not add to the serviceability of the shoes even if they do add to their length of wear. In fact, if the expense of stitch separating had been eliminated the shoes could be repaired more satisfactorily.

Again the material and labor of buffing shoes takes some wear out of them. A shoe not sanded will wear longer, as the sanding cuts off the grain of the sole, and the expense of coloring the sole again is added. The shoe is now practically finished, but there are still some unnecessary frills to be added. The soles and heels are wheeled. Often a top-band stamp and a bottom stamp are put on, but how much do these stamps add to the wearing quality? The cartons are also an expense. Years ago when the cheaper shoes were sold without cartons this was saved, but no manufacturer to-day would be foolhardy enough to try to sell shoes without each pair in a separate carton.

If all these unnecessary items could be omitted it would be enough for the manufacturer's profit. If, however, one of them should neglect these things he would make no profit at all, because he would not sell any shoes. The public get

educated to wanting a certain thing and they are willing to pay for it; they must have it. If, however, the serviceable shoe without the frills and fancies were manufactured and worn, more comfort would be obtained.

* * *

AVOID WASTE ON CHEAP SHOES

Persons buying cheap shoes expect to get as much wear from them as if they purchased a pair of the higher grade shoes. In many cases, however, necessity compels them to get more wear out of them.

In cheaper shoes the stock is cheaper and on many operations the labor cost can be cut; one operation is often enough, where two or more are used on high-priced goods. Again, in cheap shoes, some operations are dispensed with entirely. However, there are three operations on which nothing can be saved on labor; they are inking, cementing and cleaning.

In most factories where several grades of shoes are made there seems to be much more ink and cement allowed to get on the uppers of the cheaper grades. Not enough care is taken, but of course the better grade of shoes receive more attention than the cheap grade. When cheap shoes are being manufactured, avoid waste and unnecessary labor as far as possible. The less cleaning there is necessary on cheaper shoes the better they will look when shipped.

Inking and cementing require much skill and to do it right one grade of shoes must be given as much attention as the other.

* * *

SOME IDEAS ABOUT TURN SHOES

Many manufacturers, as well as many shoe workers, have an idea that a thick sole cannot be worked in a turn shoe because it cannot be turned. This is a wrong idea, for it is possible to turn any sole, no matter how thick, if it is of good, pliable stock. There are some shops now where such soles can be seen and the workmen have no more troubles turning them than they have with light soles.

In making a turn shoe they save the cost of the insole and welt, as compared to a Goodyear welt, and the saving made on these two items is enough to enable a manufacturer to put in the best kind of outstock. In such a sole the consumer gets almost double wear for the thickness of a welt and light sole, put into a welt shoe with the same edge, is all represented in the one sole of the turn. This is one reason why it is so often claimed that a turn gives extra good satisfaction in wear.

Many of the turns now made for women have plain toes, and usually a shoe of this type is very comfortable. The real comfortable shoe should be made with a common sense toe no matter whether it is a turn or not. There are some who claim that a plain toe upper lasts longer, but however this may be it will be far easier on the toes, and this is the main thing. A tip never adds anything to a shoe with the exception of expense.

* * *

SELLING SEASONS NEED ADJUSTMENT

"The past weeks have demonstrated clearly that many shoe merchants are in business solely for their health, for how else would you interpret the chaos as to the opening

of the low shoe season and the duration of that season," says Frederick Allan, of Lynn, Mass. "To-day the shoes are no sooner put in stock than the prices are cut and unloading commences. This panicky feeling can only be charged to the merchant's own lack of confidence in his merchandising. Why should such a condition prevail? Is it good business to sell gold dollars at 50 cents, for actually that is being done? The list price of your shoes is not the only cost item, for to that must be added the cost of buying, the freight and the pro-rata overhead charges. Putting the shoe on sale in May, June or July at anything less than the figured selling price is a crime against the profit sheet of the store and your pocketbook to be more explicit.

"I believe that you would be doing an unequalled service to the shoe trade if they would start a discussion as to 'why the sale of low cuts is supposed to be over the 15th day of May, when the purchasing public has hardly started to buy low cuts by the 15th day of May.'

"And when you furthermore consider that the public buys low cuts up to the first of November, the situation offers even greater grounds for discussion.

"There should be a well-defined season for low cuts, just the same as there is for boots.

"Prices are to-day being slashed by certain concerns on certain low-cut styles, before the consumer has had a chance to say whether or not she wants to buy these styles, and considering that the chances are even in favor of her wanting to buy these styles, these price-cutting methods are all the more to be deplored.

"A well-defined, low-cut buying-and-selling season would mean more to the welfare of the shoe trade at the present time than any other feature.

"Now is the time for the buyer to have confidence in what he has bought and the courage of his convictions to merchandise his low cuts at a profit. There is every reason to expect that sales at regular prices can be made the rule up to August 1st instead of the exception."

* * *

DEATH OF LEADING MANUFACTURER

The news of the death of John Palmer, of Fredericton, N.B., managing director of the Palmer-McLellan Shoepack Co., and a leader of industry in the capital of New Bruns-



THE LATE JOHN PALMER, FREDERICTON, N.B.

to his home. Paralysis was the cause of death. Mr. Palmer who was 64 years old, was a native of the province, and was connected with the leather trade all his life. He entered the employ of the late Edward Brown in his tannery as a young man, and was later admitted to partnership with him under the firm name of Brown & Palmer. He became sole proprietor about twenty-five years ago, when Mr. Brown died. The business became known as the John Palmer Co., Limited, in 1901. In 1910 Mr. Palmer severed his connection with the company. For some time he was managing director of the Hartt Boot and Shoe Co., of which he was one of the promoters. With his son-in-law, W. A. McLellan, about three years ago he promoted the Palmer-McLellan Shoe Pack Co., becoming managing director and holding this position up to his death. For many years Mr. Palmer has been recognized as one of the foremost leather manufacturers in Canada. He perfected a system of tanning leather in oil and extended sales of footwear manufactured by this firm from coast to coast. For two terms he served as mayor of Fredericton, being active in civic affairs. He was a member of the Masonic order and his funeral was conducted under their auspices. Three sons, Chas. K., William and James, and three daughters, Mrs. W. A. McLellan, Misses Hazel and Grace, survive.

* * *

SECURES SOME BIG ORDERS ABROAD

N. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, who has been in Europe for some time, recently secured a large rush order from the French government for 26,000 pairs of rest shoes and 50,000 pairs of army shoes. Delivery has to be made before the end of the present



N. TETRAULT, MONTREAL

month and the contract has been divided equally between the Tetrault Shoe Manufacturing Co. and Dufresne & Locke. The order was secured from samples made by the former firm. The rest shoe is a McKay dengcla bal, with plain toe and dark brown duck top. It carries a solid leather counter and makes a most comfortable shoe. The bottom stock is of oak tanned leather. The army shoe is of a different type from the regulation one. It is made from black side leather, vegetable tanned, grain side out, with bellows tongue, and Goodyear welted. The soles are of oak tanned leather and there are sixty hobnails in each sole. The shank is reinforced. The heel is solid loose nailed, no heel plates being used. Mr. Tetrault was in Rome last week and it is understood was negotiating with the Italian government in connection with an order for army shoes.

wick, caused keen regret amongst a wide circle of friends last week. While in the Old Country early this year, he was taken ill, and since his home-coming he has been confined

ANOTHER SHOEMAN BECOMES BENEDICT



"Ken" Murray, of the firm of Johnston & Murray, was not long in following the example of his partner, Reg. Johnston, by enlisting in the matrimonial ranks. He was married at the "Little Church Around the Corner" in New York city, on July 14, to Miss Hazel Kirke Simpson, who resides in Baltimore, Md. Many friends will extend congratulations to

Mr. Murray, who was one of the founders of the Murray Shoe Co., and sold their first shoes on the road, his ground being from London to Montreal. That was some 14 or 15 years ago. He has been at the selling game ever since and has met with a large share of success. In 1912 he joined company with Mr. Johnston, and opened up an attractive retail shoe store in the Forest City, under the name of Johnston & Murray. Some months ago they bought out a store in St. Thomas, and are also conducting a most successful establishment in that city.

SMART MODELS FOR SPRING TRADE

Possibly the neatest, snappiest and most representative line of models ever shown by the Kingsbury Footwear Co., Montreal, was displayed in Toronto last week by W. F. Martin, sales manager, assisted by W. M. Mitcham. Several new effects were seen and one of the leading offerings is the Military pump, trimmed at one side and front with neat metallic ornaments. Patent is still the first consideration leather in low cuts, and the collar and side effect on the smart Military pump is seen in grey calf, putty calf, sand calf, white calf and other contrasting colors. Kid is also used in a variety of colors. The real Military pump has three miniature ornaments on the side and one at the throat. Then there is seen the Plaza pump, with four eyelet imitation lace effect and quarters in different combinations, the forepart and foxing being patent, while the tops are all putty calf, sand calf, black matt calf, black cloth and other materials. Next there is the Trixie pump, with patent forepart and foxing and the tops in various shades of calf or kid leather, with square effect at the throat. The Kewpie pump has a small tongue and is rounded at the throat. In other members of the low-cut footwear family there is the Mary Jane with the new Kewpie effect and small ornaments.

In Oxfords the military characteristic is still to the fore, along with the gaiter effect, the tops being grey kid, putty calf, white calf, white canvas, white kid, etc. Colored cloth effects, except in black or subdued hues, have been entirely eliminated, and there is a less extended range of shades this season. The Kingsbury creations, however, are very neat and dainty, coming in both turns and McKays and carry a leather Louis or Carlton heel. Oxfords generally have military eyelet facing instead of leather stay effect. All ornaments on low-cuts are of metal and glass, miniature and ornate, large buckles and other flare effects being eliminated this season.

In high-cuts there is still a liberal showing of bals, although the button boot, judging from the samples seen, is likely to retain its prestige and popularity.

Some decidedly artistic productions are presented—one being a Polish with nut brown calf vamp and foxing of a fancy character, ornamental collar and champagne Tussah cloth top, something decidedly new. There are side button shoes opening widely at the forepart, where there is a dome fastener, and admitting of the buttons being shifted to fit any ankle. One feature of these models is the low foxing at the back. The tops come in black, white poplin, grey kid, etc. A number of these shoes with various designs in foxing and pleasing combinations and contrasts of leather and cloth are also seen. A kid button boot with gypsy seam and

white piping on the fly, top, heel seat and top lift is also witnessed. Some inviting creations are presented in black and white. Vamps this season are shorter than last, with medium pointed toe. Tops are cut about the same height as formerly, and in some instances slightly higher. On the round toe models, tips are witnessed. The Kingsbury line was pronounced by visitors as the most comprehensive and striking yet turned out by this enterprising firm.

SHOE REPAIRER'S HANDY FOLDER

The enterprising shoe repairer should be on the outlook for something in the way of advertising literature that is likely to be preserved and referred to from time to time. In nearly every town and city there is a schedule of athletics, interesting local events, or other data which may be incorporated in such a neat little announcement that frequent reference will be made to it. The National Shoe Repair Shop, 1207 Bloor St. West, Toronto, of which H. Lucas is the proprietor, has issued a handy folder, of vest pocket size, giving the International baseball schedule for 1915, and on the back appears the following:—

"We don't Cobble, we Repair"
We use Oak for repairing—the Best
Leather that Money can Buy
A-1 Workmanship

ASSOCIATION GETTING WELL UNDER WAY

The Executive of the Toronto Shoe Retailers' Association held their first meeting since organization last week with H. C. Blachford, president, in the chair. There was a full attendance of all the members with the exception of F. A. Guinivan, who was out of the city. It was decided that the name should be the Toronto Shoe Retailers' Association, and similar associations in the larger cities across the line will be communicated with by Secretary Edward Cook, with a view to securing copies of their constitutions and by-laws and gathering other interesting facts in regard to the work and administration of such bodies. This data is now coming to hand. Another session of the executive will be held at an early date when further progress will be reported and arrangements made for regular meetings and the consideration of



T. H. BIGWOOD



JOS. JOHNSON

TWO LIVE EXECUTIVE MEMBERS OF NEWLY FORMED TORONTO SHOE RETAILERS ASSOCIATION.

various important matters. Now that the association is under way new members are coming in rapidly and the prospects appear exceptionally bright. The officers are alert and, with the co-operation of the rank and file, it is felt that much good will be effected and that the spirit of friendship and co-operation among the trade will be demonstrated in many ways for the upbuild of business and the adjustment of a number of problems for the welfare of the retail ranks. Organization has been effected during the past year in many large cities and all the new associations are flourishing. There is no reason why the same measure of success and prosperity should not attend the Toronto body.

THE RETURNED GOODS EVIL

The returning of goods is a subject of discussion, particularly among those who are affected. It is almost a mercantile calamity, and it is said that there have been attempts to re-purchase these shoes at half the original price.

Sol Wile, secretary of the National Boot and Shoe Manufacturers' Association, points out that the experience of the shoe manufacturers throughout the country is substantially the same, in that hundreds of shoe dealers have made purchases of styles in women's shoes which they have found impossible to sell, either on account of their misjudgment in anticipating what styles would be in demand or on account of having over-bought and rather than shoulder this loss, which is rightfully theirs, they seek to unload it upon the manufacturers upon the one claim that "the shoes do not fit." This, Mr. Wile says, in spite of the fact that the shoes bought by the shoe merchants are made over the same lasts and patterns that they have been buying shoes over for a period of from five to fifteen years, said shoe during former seasons having fitted their customers satisfactorily. Mr. Wile quotes one manufacturer as follows:

"Last fall you remember the rage that we had for sand and light colored cloth top shoes. For spring a great many of these light cloth top shoes were made in lace, button and also in combination effects in low shoes of all the different varieties.

"The retailers found it absolutely impossible to sell anything with a tan cloth top to it or, in many instances, could they sell the ordinary pump without straps.

"Now, we find a most remarkable psychological proposition has arisen and this is why we write you.

"We have no complaint from any retailer about the quality of these goods or the style of them or not ordering them, which is usual when goods are going back and are not satisfactory, but almost without exception the complaint is that the goods do not fit.

"For some time this annoyed us a great deal and we had our pattern room and superintendents on their heads, but recently, upon investigation, we find other manufacturers are "bitten by the same dog." The complaint is so general and on so many styles of shoes and so many different patterns, some of which we have had in the house several years, and have had no complaints that we began to suspect its good faith."

Numerous shoe manufacturers point out that all the shoe dealers, who use the above grounds for returning goods to the factory and feeling that they can put it over on the manufacturers under threats of the possible loss of their account unless the goods are accepted, convict themselves on their own testimony due to the fact that the shoes which they claim do not fit this season, have been made over the same lasts and patterns that have proved satisfactory. That this "returned goods" evil is of some size is proven by the fact that a prominent manufacturer has been made the goat by the shoe dealers throughout the country to the extent of \$25,000 of returned goods in one season. The average shoe dealer will probably see the unfairness of their refusal to shoulder their own misjudgment in buying and in charging same to loss and damage, when it is pointed out that every pair of worn shoes that is returned to the manufacturer wipes out a profit of from twenty to twenty-five pairs of shoes made by said manufacturer. This shows the close margin to profit upon which the manufacturers are compelled to operate. That the excuses upon which many reputable shoe merchants base their kicks are unbecoming to a business man is illustrated by one case where a pair of worn and repaired shoes were returned to the manufacturer who refused an allowance on same and in stating his case to the shoe dealer, called attention to the fact that the damage to the shoe was occasioned by a "Dutchman" having

been put in the shoe by the repair man, to which the shoe merchant replied with some heat, claiming that the shoe manufacturer had sought to slur his nationality and forthwith cancelled his fall orders. The word "Dutchman" is a term which is used to apply where a piece of leather is put into any part of the shoe in a form of a wedge or lift. The manufacturer was right in assuming that the shoe merchant understood the technical terms of shoe-making and shoe repairing.

The shoe merchants of the country jointly held a meeting of the shoe jobbers and shoe manufacturers in New York city last winter, during which cognizance of this "returned goods" evil was taken and a statement issued to the trade in which it was agreed "that shoes cannot and should not be covered with any kind of a blanket guarantee as to life, vitality or condition, and that redress only be given through faulty construction."

It was cited "that the strongest shoe of best leathers firmly built had an active wearing life of less than forty days. It has taken a war to put that fact before the average individual who figures six months' wear for any shoe. Therefore, the rule of this store is, that except because of faulty construction, shoes are not warranted, not guaranteed, and we do not assume responsibility of their wear."

WELL EQUIPPED FOR THE WORK

Griffith B. Clarke, who, owing to the recent death of his father, becomes head of the widely known firm of A. R. Clarke & Co., Limited, Toronto, has received a thorough training in the business, and under his personal direction, the company will no doubt continue to advance and develop as rapidly in the future as in the past few years. It was in 1907 that the subject of this reference became connected with the business and four years ago was made vice-president. The first tannery was established by his grandfather, John Clarke, at Peterboro, in 1852, and, on the death of the grandfather, was taken over by the late A. R. Clarke in



GRIFFITH B. CLARKE, TORONTO

1877. It was removed to Toronto in 1882 under the name of A. R. Clarke & Co., and incorporated under its present name in 1899. The company are the largest manufacturers of patent leather in the British Empire and in gloves, moccasins and clothing have developed a volume of trade that extends all over Canada. Griffith B. Clarke was born in Toronto, June 16, 1890, and was educated at the public schools and St. Andrew's College. On completing his education, he

joined his father and had a well grounded insight into the business. He is a member of the Canadian Manufacturers' Association and the Board of Trade, and has always been much interested in clean, healthy sport, being president and active manager of the A. R. Clarke hockey, baseball and bowling teams, a director of the Ontario Motor League, and of the Lorne Park Association. He also belongs to the Lambton Golf Club, Royal Canadian Yacht Club, Canadian Club and other organizations. In military matters he evinces great concern and served as a private for three years in the Queen's Own Rifles, Toronto, and now holds a commission of lieutenant with the Royal Grenadiers, with which corps he has served one year.

BUSY FACTORY IS EXTENDING

Getty & Scott, Ltd., Galt, Ont., are building an extension to the north side of their factory on Water Street, which will be devoted specially to the production of children's turn shoes. The contract has been awarded and the addition will be 74 by 30 feet, two storeys high and erected of brick and stone. It is expected that the work will be completed within sixty days, affording the firm one of the best-equipped departments for children's turns in which all the latest facilities will be introduced. The capacity of the new section will be from 1,200 to 1,500 pairs per day in children's turn footwear.

READY FOR INTERESTING EVENT

The accompanying is a picture of the warehouse of Jas. A. Scott, leather merchant, of Quebec. The photograph was taken before a large party of shoe manufacturers and leather merchants left the city for Mr. Scott's country home, where a presentation was made to Herbert Gale, of Gale Bros., shoe manufacturers, in honor of his marriage. He was presented with a handsome cabinet of silver, while a diamond and emerald ring was the gift of the party to Mrs. Gale. The splendid dinner passed off with great éclat



and many happy speeches were delivered. Mr. Gale entertained a large party just previous to his marriage at his place at Lac Laurent, Que., and a very jolly time was spent.

Among those in Quebec during the past few days were H. Bonner, of the Bonner Leather Co., Montreal; H. L. Taylor, representing G. J. Trudeau, Montreal; H. Hurtu-

bise, representing the Panther Rubber Manufacturing Co., Sherbrooke; Ed. Whitley, of Fred Whitley & Co., Montreal.

WHAT "BUY-IT-NOW" MEANS

The Made-in-Canada propaganda which has aroused intense interest during the past few months, is at present being followed by a "Buy It Now" campaign in which



W. V. MATHEWS, MANAGER OF MANUFACTURING DEPARTMENT, AMES-HOLDEN-McCREADY, MONTREAL, WHO WAS RECENTLY HONORED BY BEING ELECTED A MEMBER OF THE BOARD OF DIRECTORS.

shoe manufacturers have heartily joined. One leading Canadian firm who make a specialty of men's welts, have sent out a blotter in which is attached the following slip, which should certainly stimulate business:

"BUY IT NOW!"

Down on the other side of the "line"—these magic words are sweeping from coast to coast. It's a motto that strikes the real crux of the situation—and acted upon wholeheartedly—it will set the wheels of commerce humming merrily. Are you contributing to "hard times" by delaying the buying of things that you really need "until times are better"? If you are one of these—ponder on this:—

"Buy it now" means saving of money to you in the long run.

"Buy it now" starts the wheels of industry humming.

"Buy it now" solves the unemployed problem.

"Buy it now" will inaugurate a new era of prosperity in this country.

"Buy it now" should be the battle cry of every man in this country—from laborer to Premier.

Remarks.—If everybody puts off buying until day after tomorrow what everybody wants today or yesterday—the things that are already made cannot be sold—and the makers won't hire workers to make more goods—and the workers cannot earn money to buy anything with—who's to blame? YOU are. Buy it now—and start the wheels agoing.

S. L. Van Blarcom, who covers Canada for the Fred Rueping Leather Co., of Chicago, was married on June 29th to Miss Cornelia Beatty, 1057 Argyle street, Chicago. The wedding was a quiet one. The happy pair are spending a few weeks in California and on their return to Chicago will reside at 4805 Sheridan road. Mr. Van Blarcom has many friends in the shoe and leather trades in the Dominion who will extend congratulations.

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right to reject any matter furnished either for the advertising
or the reading columns.

Shoe News in Paragraph

A. R. Hewetson of the J. W. Hewetson Co., Ltd., of Brampton, is spending a vacation on the Great Lakes and in visiting several of the larger American cities.

Chas. A. Davies, of Blachford, Davies & Co. Limited, Toronto, was in Montreal and Quebec last week on a business trip.

J. C. Iredale, manager, and J. R. Iredale, superintendent, of the Canada Last Co., Toronto, have been spending a vacation at their summer home at Ingoldsby, Ont., where they have recently completed an addition to their cottage.

Harry Dallas, Toronto, spent a few days in Montreal last week and called upon a number of friends in the trade.

W. V. Ecclestone, manager of the shoe department of the T. Eaton Co., Toronto, was in Montreal and Quebec last week on business.

Hugh White, of the White Shoe Co., Toronto, spent several days in Montreal and Quebec last week on business.

The Dominion Saddlery Co. Ltd., has obtained a charter. The capital stock is \$50,000 and the headquarters are in Montreal.

B. F. Ackerman, Son & Co. Ltd., have been incorporated with a capital stock of \$500,000, and are empowered to take over as a going concern, the assets and business of B. F. Ackerman, Son & Co., harness manufacturers, Peterborough, Ont.

R. B. Griffiths, of Hamilton, R. B. Wanless, of Coates, Burns & Wanless, London, and Chas. Stirling, of Stirling Bros., London, were among the visitors to Toronto, Montreal, and Quebec, on business, during the past few days.

The Elgin Trading Co., of Elgin, Man., dealers in shoes, dry goods and men's furnishings, recently assigned.

James F. Clark, of Clark Bros. Ltd., shoe manufacturers, St. Stephen, N.B., was in Toronto last week on his

return from an extended trip to the west, where he visited all the important centres with a fine new range of samples. Mr. Clark went as far as the Coast and reports having done a very satisfactory volume of business.

Among the representatives of the shoe and leather trade, who visited Montreal and Quebec during the past few days, were C. S. Sutherland, manager of the Amherst Boot & Shoe Co., Amherst, N.S., and F. O. Mumford, Halifax, representative of the firm. R. T. Hayes and J. Seely, of J. M. Humphrey & Co., St. John, N.B.; Percy Rising and James G. Featherstone, of Waterbury & Rising, St. John, N.B.

Raoul Lanthier, of the Kingsbury Footwear Co., Montreal, was in Toronto last week on a short visit on his way from New York to Detroit.

The Standard Shoe Store, Winnipeg, recently made an assignment to C. H. Newton.

R. S. Thompson, shoe dealer, of Wallaceburg, is moving into a fine large store, recently occupied by Brewster's Limited.

James Young, late of Walton, Ont., has removed to Dunganon, where he has opened a shoe repairing business.

Fire broke out recently in Johnston's Big Shoe House, Hastings St., Vancouver, and did considerable damage. It started in the basement and ate its way along the stairs, but was extinguished before much havoc was done to the interior of the shop.

As a result of a meeting of representatives of the National Shoe Retailers' Association, the National Boot and Shoe Manufacturers' Association, the National Shoe Wholesalers' Association, and the National Last Association, a decree was issued recently against the so-called freakish styles of women's shoes. The manufacture of shoes of odd colors lacing at the side and back was disapproved, and it was agreed to return to the more conservative fashions during the coming season. Women's shoes for ordinary wear will be black with cloth uppers, and to be proper the cloth also must be black. Men's shoes are to remain conservative in design and either black or tan.

Miss B. Heasley, an employec of the Neill Shoe Co., Brantford, passed away recently.

John S. Weir, of Detroit, who was formerly with John Agnew, Limited, Brantford, spent a few days recently in that city.

Reg. Johnston, of the well known shoe firm of Johnson & Murray, who have stores in London and St. Thomas, was married recently at Merlin, Ont., to Miss Bertha Johnston, of that place. Mr. Johnston and bride spent their honeymoon in Sarnia, Detroit and other western points and have taken up their residence in South London.

Milton Cumming, who has for a number of years conducted a retail shoe store in Preston, Ont., has sold out to John Wirsching, who has taken possession. John Maecker, who has had a quarter of a century experience, will be in charge of the establishment. Mr. Cumming will continue his shoe store on Ainsley street, Galt.

The Diamond Shoe Store, 563 Portage avenue, Winnipeg, was broken into recently, the thief being caught red-handed by the police. In a lane at the rear of the establishment the constables found a rig, on which 119 pairs of shoes had been piled.

J. Howard Carkner & Co., who operate a successful retail shoe store at 204 Sparks street, Ottawa, recently celebrated their first anniversary. The business is conducted under the personal direction of J. Howard Carkner, who has had 14 years' experience in the footwear arena.

E. H. Scarrow, shoe dealer, of Owen Sound, was in Toronto last week on business.

J. S. Ashworth, of Toronto, Canadian representative of Sir H. W. Trickett, Limited, Waterfoot, England, has

received a fine range of new samples and left this week on a business trip to Winnipeg and the west. Mr. Ashworth reports that his firm are exceptionally busy.

W. J. Detweiler, shoe retailer, of Sault Ste. Marie, Ont., spent a few days in Toronto last week.

J. Davidson, western Canada representative of the MacFarlane Shoe Co., Montreal, has returned after an extended trip throughout the Prairie Provinces.

Alex. Chisholm and W. T. Fegan, shoe retailers of Toronto, are spending the summer months at Jordan, near Port Dalhousie, where they are enjoying the breezes of Lake Ontario.

Mrs. J. P. Worsnap, boots and shoes, Calgary, is adding groceries to her stock.

Among those killed in the recent accident on the electric railway at Queenston, Ont., was Robert Watson, shoemaker, 995 Queen street east, Toronto. He was 31 years old and was attending the picnic of Woodgreen Methodist Church.

Phillips & Caper, shoe dealers, of Ottawa, have assigned to E. A. Lapierre.

J. W. Deegan, shoe retailer, North Bay, writes the *SHOE AND LEATHER JOURNAL* that he is greatly pleased with the publication and its continued progress. "It is," he adds, "over twenty-five years since I began to read your Journal and in remodelling my house last summer, I happened to come across a copy of the year 1892. Your paper was issued only once a month then, instead of twice, and was considerably smaller, both in the number of reading pages and advertising matter. I find few of the names who are now among your advertisers in the pages of the Journal of 23 years ago, showing the many changes that have taken place

ARE WELL LIKED BY THE TRADE

In the accompanying picture are seen D. A. Leonard, manager of the Slater Boot Shop, Toronto, and his young son, John D. Leonard, Ernest Paige, of the Regal Shoe Co., Toronto, and Gregory Hoye, superintendent of the factory.



The snapshot was taken in front of Mr. Hoye's home on Rainsford road, Toronto. All the members of the group are former residents of Brookton, Mass., and since taking up their residence in Toronto have made many friends in the trade.

in the trade, but then 'such is life.' I wish you increasing prosperity and assure you that I obtain many valuable pointers from your paper."

L. W. Hanson, manager of the Toronto branch of the U. S. M. Co., and wife, are holidaying in Lynn, Mass.

Fisk Limited, manufacturers of patent leather, Montreal, have gone into voluntary liquidation.

Extensive alterations are being made to the store at 93 Yonge street, Toronto, which will be occupied in a few weeks by the Invictus Boot Shop, doing business for the past three years at 50 Yonge street, under the management of H. J. Eady. The new store, of which a five year lease has been secured, is 13 feet wide by 56 deep and a nice front is being installed. It is understood that the rent is \$4,000 a year.

R. J. Cluff, shoe retailer, of Clinton, Ont., where he had been in business for many years, died very suddenly at his home from heart failure last week in his sixty-fifth year. He was a widely known and highly respected resident of the town, a member of the town council for several years, and a former chairman of the Centre Huron Board of License Commissioners. In religion he was an Anglican and in politics a Conservative. Mr. Cluff was prominently identified with the Masonic and Orange orders and had built up a large and successful footwear business. A wife and three daughters are left to mourn his untimely death.

Philip and Joseph Pooock, of the London Shoe Co., London, Ont., spent last week in Montreal and Quebec on business.

J. W. Leslie, James Ross and Mr. Duffield, jr., of the John McPherson Co., Hamilton, were among the visitors to Montreal and Quebec last week.

Mr. Karn, of the Karn Shoe Co., London, spent last week in Montreal and Quebec on a purchasing trip.

J. G. Boyd, who has conducted a shoe store at Melfort, Sask., for the past two years, has removed to Pleasant Valley, Sask., where he has opened a general store.

Alterations have been made to the Gorman Shoe Store, Belleville, Ont., affording considerable extra room. Ritchie Thompson, of the staff, has just returned from an extended purchasing trip to some of the leading shoe centres of Canada and the stock has been greatly increased.

Louis Calladine, 17 years old, who was playing with some other boys on an old raft on the St. Clair river at Sarnia slipped off and, being unable to swim, was drowned. His father is a shoemaker at Knowles' shoe store, Sarnia.

The Iver Smith Sales and Advertising Co. have purchased the surplus shoe stock of a number of manufacturers and have rented a store in Vancouver to clear out the consignments.

Fred Henderson, who is on the traveling staff of Congdon, Marsh, Limited, Winnipeg, has returned from Rochester, N.Y., where he underwent an operation for an affliction of the knee. He is again on the road, although still quite lame.

Mrs. Matheson, wife of R. W. Matheson, of the traveling staff of the Canadian Consolidated Rubber Co.'s branch, Edmonton, and daughter, are visiting friends in Brussels and Lucknow, Ont. Mr. Matheson, who spent twenty years in retail stores in Peterborough, Toronto and other Ontario centres, since taking a position on the road, has greatly improved in health, and his many eastern friends will be pleased to learn that he is getting on well.

David Johnston, of G. G. Lennox, wholesale shoes, Winnipeg, spent the past few days in Toronto, Montreal and Quebec on a business trip.

Arthur McNaughton, a seventeen-year-old clerk employed in shoe store of C. E. Clements, Chatham, Ont., did a brave act recently when he plunged in the Thames river at the rear of the store and rescued Reg. King, who had fallen into the stream from the Fifth street bridge. It is likely that

McNaughton's heroic deed will be recognized by the presentation of a suitable medal.

H. R. Rice, Limited, who have recently begun business in Niagara Falls, Ont., as manufacturers of leather tops for shoes, have been granted a charter. The capital stock is \$40,000 and among the incorporators are H. R. Rice, E. C. Graves, J. K. Kernahan, and F. G. Graves.

Clayton Hurlbut, of the Hurlbut Co., Preston, was in Montreal last week displaying a neat range of samples.

E. T. Jacobi and family, Toronto, are spending a few weeks at Thorah Island, Lake Simcoe.

The A. E. Cudmore Salvage Co., have opened a retail shoe store in Weston, Ont., and report business as good.

N. MacFarlane, of the MacFarlane Shoe Co., Montreal, was in Philadelphia, and other cities last week on business.

John Merner, shoe retailer. Bloor street west, Toronto, and wife, have returned after spending a holiday at Bala,

David Jeffrey, of the staff of McLaren & Dallas, Toronto, was married this week to Miss Cora Metcalfe, daughter of Mr. and Mrs. S. Metcalfe, Schomberg, Ont., the ceremony being performed by Rev. Mr. Brydon, of King. Mr. and Mrs. Jeffrey will reside in Toronto.

S. H. Parker, of the Solid Leather Shoe Co., Preston, was in Montreal last week showing a fine range of spring samples, which took well with the trade.

M. W. Murdoff, of Trenton, Ont., representing the Thos. G. Plant Shoe Co., of Boston, Mass., has returned from an extended trip throughout the western provinces. Mr. Murdoff was in Toronto and Montreal last week on business.

Clayton S. Corson, sales manager for the Regal Shoe Co., Toronto, got back last week from an extended trip throughout the west, going as far as Vancouver. Mr. Corson did a successful business and reports that the prospects for a bumper harvest are bright. He opened up a number of new agencies for the Regal shoe.

F. W. Herrick, of the Herrick Shoe Co., Lynn, Mass., and wife, spent a few days in Toronto last week on their way home from a visit to the Panama-Pacific Exposition, and a trip throughout the Canadian West.

Gregory Hoye, superintendent of the Regal Shoe Co., Toronto, has returned from an extended trip to Boston, Lynn, Philadelphia and other points in the east.

Ed. R. Lewis, leather dealer, Toronto, has returned from a business trip to Ottawa, Montreal, and St. Hyacinthe.

J. A. Adams, of the Murray Shoe Co., London, was in Toronto last week calling on the trade.

La Duchesse Shoe Co., Montreal, have installed a Goodyear turn moulder, Model D, as well as a Universal welt and turn channeler in their factory.

W. C. Myers, who represents the Star Shoe Co., La Parisienne Shoe Co., and other eastern concerns, in Toronto and Western Ontario, was in Montreal last week.

The Modern Shoe Repair Co., Peterboro, Ont., have installed an 18-foot U.S.M. Goodyear repair outfit, Model N, in their establishment.

J. E. Dupre, of the Montreal Box Toe Co., is spending some holidays at Murray Bay.

R. D. Taylor, of Robert Taylor & Co., Halifax, was in Quebec and Montreal recently.

L. G. Lockett, of the Midland Shoe Co., Kingston, was a recent visitor in Montreal factories.

Munroe Einstein, of J. Einstein, Inc., New York, visited the Canadian branch of the company in Montreal this week.

E. A. Saucier & Co, shoe wholesalers, Montreal, have opened a retail establishment at 2553 St. Hubert street, Montreal.

J. E. Boivin, who formerly represented Ames-Holden-McCready, Limited, in Quebec city and district, has joined



Here's a Counter that has outworn the shoe! How many of the fibre counters that you now use can you guarantee to outwear the shoe?

The economic value of using a counter that's guaranteed to outwear the shoe is an asset that you cannot afford to overlook.

"We have decided to close a contract with you for six months. We have run your counters now for over five years and we have never had a pair returned. We feel that this is such a good record that we cannot afford to change for the trifling difference that we gain in price. We certainly appreciate the way you have held up the quality of these fibre counters and have no doubt but what we will run them for five years more without having any shoes returned." *From a customer's letter. (Name given on request).*

Columbia Counter Company
347-349 Congress St. BOSTON, MASS.

CANADIAN REPRESENTATIVE

MONTREAL

G. T. TRUDEAU, 365 Ontario Street East

- SAN FRANCISCO—N. W. & A. L. Freidman 717 Market St.
 - CINCINNATI—Geo. H. Mugavin Co. 117 Sycamore St.
 - AUSTRALIA—H. J. Herbert & Co. 9 Hamilton St., Sydney
 - CUBA—Pedro Gomez Cueto Co. Tenieuta Rey 19, Havana
 - PHILADELPHIA—Granville S. Brotherton Burlington, N.J.
 - ST. LOUIS—Patton-Korndoerfer Leather Co. 16th & Locust St.
 - ENGLAND—Albert Pemberton & Co. 17 Belvoir St., Leicester
 - BUENOS AIRES—American Representations Co. Tacquari, 1158
- NEW YORK OFFICE, 127 DUANE STREET

the staff of Canadian Consolidated Rubber Co., Quebec, as footwear special sales agent.

C. E. McKeen, Vancouver, was a recent visitor to Toronto, Montreal and other eastern shoe centres.

J. Schueur, leather goods dealer, New York, was in Montreal lately.

J. A. McLaren, of McLaren & Dallas, Toronto, spent a few days in Montreal and Quebec this week.

The Smardon Shoe Company recently installed several new U.S.M. Co machines, including a Goodyear outsole stitch rubbing machine.

Several new machines have been installed in the factory of Dufresne & Locke, Maissoneuve.

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.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

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

Cable "HIDES." Leicester.



MAKERS OF

HIGH-GRADE SHOES FOR
MEN AND WOMEN

Write us for further particulars

L. GAUTHIER & CO. - Quebec

Box Toes and Heels

OF ALL KINDS

WE GUARANTEE THEM

When you use our box toes and heels you are insuring satisfaction in these departments. Write for samples and information.

J. E. DUPRE

The

A. BAILLARGEON

Montreal Box Toe Co.

ESTABLISHED 1904

THE
WM. A. MARSH CO.
LIMITED

*Manufacturers of
Fine Boots and Shoes*

QUEBEC

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

If
you want the
best material
and workman-
ship ask for



No. 14—10 in. leg

**John Bull
Larrigans
and
Leggins**

Made by

The R. M. Beal Leather Co.
Limited

Lindsay, Ont.

LINEN THREADS

For All Kinds
of Manufactures

COTTON THREADS

STANDARD QUALITY

BEST VALUE

Twines—all kinds

Hardash Silk Thread

Also Boot and Shoe Laces

Mohair, Leather,
Mercerized, Silk.

FRANK & BRYCE, Limited

MONTREAL
TORONTO
QUEBEC

LUCIEN BORNE

MANUFACTURER
OF GLAZED KID

QUEBEC

Sales Room:
491 St. Valier Street

Montreal Office:
152 Notre Dame St. W.

M. 5484



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

SOLE LEATHER

OAK—"TRENT VALLEY"

Non-acid. "Tests up." Is reliable.
In Bends, Backs, Sides, Bellies.

HEMLOCK—"PENETANG" and
"EAGLE"

TAP SOLES—We stand behind every dozen.

THE BREITHAUP T LEATHER CO., LIMITED

BERLIN

ONTARIO

Established Over Half a Century



GENUINE FIBRE COUNTERS

NOW "MADE IN CANADA"

EQUAL TO THE BEST

Our new line is a thoroughly "Made in Canada" one. The fibre board used in making up the counters is manufactured by us at Chambly Canton (near St. Hyacinthe) so that not even the raw material we use is imported.

Our Fibre Counters are Guaranteed to Out Wear The Shoe.

Duclos & Payan FACTORY AND OFFICE: ST. HYACINTHE, P.Q.
STORE: 224 LEMOINE STREET, MONTREAL.

Tanners of Chrome Side Leather, Box Sides, Velours, Matt and Waterproof Sides, Chrome Soles.



SEND FOR
SAMPLES AND
PRICES

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BARRIE TANNING COMPANY

MANUFACTURERS OF LIMITED

STAPLE AND FANCY

LEATHERS

RUSSET SIDES AND SPECIALTIES

BAG
CASE
TRUNK
STRAP

LEATHERS

BRIDLE
COLLAR
SPLITS
BOOKBINDERS

HIDES ALL SPECIALLY SELECTED

FACTORY & HEAD OFFICE **BARRIE, ONT.**

UTMOST ECONOMY IN CUTTING

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.






HERE IS THE CHIEF REASON



WE ARE ABLE TO GIVE YOU BEST SERVICE

The Muir factory was designed from cellar to roof solely for shoe manufacturing purposes. In it are incorporated all the most modern facilities and improvements which go to give a better shoe and better service. With these advantages at our disposal and the records for merit which Muir brands have established each season, don't you think our line should be ahead of others?

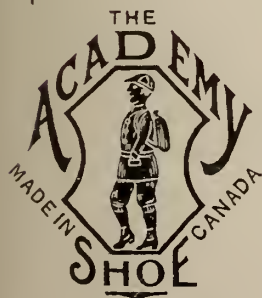
Have you seen our most popular styles this season? "KITCHENER," "RAGE," "CLASSY" and "TORPEDO" are a few of our new lasts and, needless to say, have the quality of workmanship that gives enduring satisfaction as well as the smart style and easy fit that mean quick sales.

Test our service. We can give twenty-one day delivery on special orders.

THE JAMES MUIR CO. MONTREAL

REPRESENTATIVES:

Ontario and Central Canada	- - - - -	R. L. SAVAGE
Eastern Canada	- - - - -	W. G. GRAY
Western Canada	- - - - -	GEO. C. WILSON
Montreal District	- - - - -	A. E. CLOUTIER



OUR ATTRACTIVE SPRING MODELS ARE NOW READY

Our new range for Spring and Summer of 1916 is nattier, snappier and more comprehensive than ever. It embodies all the latest features in style, combined with superior workmanship and popular selling lasts, that have placed us in the forefront as manufacturers of



JOHN F. CLARK, President

Women's High-Grade Imitation Goodyear Welts

The Clark creations have established a high mark of favor for style, comfort and service, and offer convincing evidence of grace and charm in every line and detail of finish.



JAMES F. CLARK, Treasurer

OUR SERVICE SPELLS SATISFACTION

All orders placed with us, owing to the facilities in our new, enlarged factory (which constitutes the last word in shoemaking), will receive that degree of care, prompt attention and close supervision which have appealed so strongly to the trade throughout Canada.

CLARK BROS., LIMITED
ST. STEPHEN, N.B.

PUBLISHED TWICE-A-MONTH

AUGUST 2, 1915

THE SHOE & LEATHER JOURNAL



Patent pump with white piping
around top and vamp, small
ornament, Louis heel.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

TRICKETT'S

Right in Quality and Right in Price.

In the Newest Shades and Shapes.

Chic and Dainty as well as Plain and Comfy.

King or Peasant can suit his taste.

EMPIRE MADE AND EMPIRE USED

The best that modern methods and skilled British Labor

The Name Sells the Goods. [can produce

SLIPPERS

WARNING Be sure and place your orders early with your jobber for Spring Goods. The *uncertainty of war* and the difficulty of getting **SUFFICIENT MEN** now to keep up with the demand for our goods make it impossible to fill orders as promptly as in former years. **PRICES** of Felt Goods also keep changing, and we cannot guarantee them for any length of time. **TRICKETT'S** are **GOOD INSURANCE**. Keep it up.

Ask your Jobber for our Newest Canadian Notions.

SIR H. W. TRICKETT (1914) Limited
WATERFOOT, near Manchester, England

John S. Ashworth, Canadian Representative, 16 Manchester Bldg., Toronto



The above cut of our Boys' recede last is but one of over two hundred lines—from which you will be invited to make a selection for Spring.

Our range of Boys', Youths' and Gents', Growing Girls', Misses' and Children's McKay Sewn, together with our Children's Turns, for the Spring of Nineteen-Sixteen, are without doubt the most complete ever offered by us. The new lasts—four in all—alone are worthy of your consideration.

Star Shoe, Limited, Montreal



REGAL SHOES



Regal Styles are Genuine “Custom” Styles

The style-supremacy of Regal Shoes, acknowledged the world over, rests upon our quickness to reproduce the pre-advanced “custom” lasts from three to six months ahead of other manufacturers.

Through the Regal stores in London and New York we catch the first whisper of a new style, and it's “in-stock” almost before it's “in-fashion”

Regal Shoes are Made in Canada. We confine them to One Authorized Dealer in a town. If you are the man, write for our plan.

35 Regal Styles Always in Stock. Shipment goes out the day your order comes in. Simply address

REGAL SHOE CO., LIMITED

In-Stock Department

102 Atlantic Avenue - - Toronto, Ont.



ROBINSON SORTING SERVICE

—The Kind You Want

When you buy from Robinson you are sure of honest treatment, prompt service and best value for your money.

Our "IN-STOCK" department is at your service. You will save money by taking advantage of it.

Bostonian Shoes will win more customers for your store. Their distinctive and up-to-date appearance, coupled with comfortable fitting qualities, have won for them a name as leaders throughout Canada.

Write to

JAMES ROBINSON
MONTREAL

"Canada's Leading Shoe House"

JUST WRITE FOR "JUST WRIGHTS"

or mail, or wire, or phone—
it's all the same to us.



"Club" No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
¾ Newark Heel. Sizes C 5 to 10½, D 5 to 10½.

Stock No. 207—Same in Tan.

Stock No. 208—Same in Nut Brown.

The Just Wright
MADE IN CANADA SHOE

The point is, we can fill your order for Fall sorting at top speed. That's because of our great "In-Stock" service, that is getting us new friends and cementing old friendships in all parts of Canada.

OUR "IN-STOCK" CATALOG
WILL BE MAILED YOU IF
YOU REQUEST IT.

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



FRENCH MODEL

For the past several weeks our energies have been concentrated on the preparation of Spring, 1916, Models. It is our belief that the BELL range will surpass anything heretofore offered, and we cordially invite your inspection of our samples.

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"



6933—Men's G.M. Calf Button
"NU-RITZ" Last

PROFITABLE LINES FOR SUMMER SELLING

From

The House That Can Supply
ALL Your Requirements

The Ames-Holden IN-STOCK line is so extensive that every retailer can pick from it shoes to suit his trade.

In our IN-STOCK DEPARTMENT you can easily sort up from every line at the shortest notice.

Remember that Ames-Holden Shoes are made in three specialized factories, which means that skill and workmanship are evident in every pair of shoes turned out. With our facilities we are able to offer you advantages obtainable nowhere else in Canada.

IT PAYS TO DO BUSINESS WITH A HOUSE THAT CAN SUPPLY *ALL YOUR NEEDS*.

AMES-HOLDEN SHOE

MONTREAL
WINNIPEG

ST. JOHN
EDMONTON

TORONTO
VANCOUVER



2514—Men's G.M. Calf Blucher
"BALKAN" Last

SHOES IN STOCK FALL SEASON, 1915



REAPER LAST

Stock
No.

101—Gun Metal, St. Fox Blucher,
Mat. Calf Top, 1/2 Double
Sole, 10/8 Military Heel,
Reaper Last, E Width, Sizes
5-10. **Price, \$3.50**

102—Gun Metal, Seamless Button,
Mat. Calf Top, 1/2 Double
Sole, 10/8 Military Heel,
Reaper Last, D Width, Sizes
5-10. **Price, \$3.50**



TORPEDO LAST

Stock
No.

201—Gun Metal, Seamless
Bal., Mat. Calf Top, Single
Sole, 7/8 Regular Heel, Blind
Eyelets and Hooks, Perfora-
ted Tip, Torpedo Last, D
Width, Sizes 5-10. **Price, \$3.50**

202—Patent Seamless Bal., Mat.
Calf Top, Single Sole, 7/8
Regular Heel, Blind Eyelets
and Hooks, Perforated Tip,
Torpedo Last, D Width,
Size 5-10. **Price, \$3.50**

ORDER FROM STOCK NUMBER

These Shoes will be in stock after August 15th, branded ASTORIA,
LIBERTY or PLAIN.

All orders will receive our prompt and careful attention.

TERMS: NET 30 DAYS

The Cook-Fitzgerald Co., Limited
London, Canada

MAKERS OF MEN'S FINE SHOES

HERE ARE THE KINGSBURY BOYS



J. D. CAMPBELL
MARITIME PROVINCES

THEY WILL CARRY THE MOST COMPLETE RANGE FOR THE SPRING SEASON WE HAVE EVER SENT OUT FROM THE KINGSBURY FACTORY.



J. A. MALBOEUF
CITY OF MONTREAL AND PROVINCE
OF QUEBEC



W. E. SHORT
MANITOBA, SASKATCHEWAN, ALBERTA,
BRITISH COLUMBIA



G. H. TAYLOR
PROVINCE OF ONTARIO

Watch for our representative in your territory. He has a line of samples sure to increase your Spring business.



R. G. PERCIVAL
MANITOBA, ALBERTA AND
SASKATCHEWAN

Moreover, he will not merely sell you footwear, but, rather, will endeavor to assist you placing a sure selling Spring line of Women's Shoes in your establishment.

DON'T PLACE YOUR ORDER TILL
YOU HAVE SEEN OUR SALESMAN.
IT WILL PAY YOU WELL TO WAIT.

Kingsbury Footwear Company

Specialists in Ladies' Footwear

LIMITED

Montreal

AND A FEW NEW KINGSBURY LINES

KINGSBURY AMERICA'S BEAUTY CANADA'S PRIDE

Seen herewith are three KINGSBURY creations for Spring—not the best we have, but fairly representative of the large number of up-to-the-minute styles comprising the KINGSBURY selling line for Spring 1916.

You, Mr. Retailer, can find just what your trade demands in this complete range—every shoe a splendid seller.

IF YOU HAVE NOT YET JOINED THE RANKS OF SATISFIED KINGSBURY RETAILERS, DO SO NOW.



Kingsbury Footwear Company

Specialists in Ladies' Footwear

LIMITED

Montreal



EVERYBODY'S
WEARING THEM
THIS SUMMER



GREYHOUND TENNIS

Our sales for GREYHOUND TENNIS Shoes have broken all records this season, so great has been their popularity.

It is not too late to get in a stock of this dandy selling rubber footwear. With our splendid shipping facilities, we are able to send out orders the same day as they are received.

Do Your Sorting Now.

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.
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.
Congdon, Marsh, Limited	- - 88 Princess St.,	Winnipeg, Man.
Congdon, Marsh, Limited	- - - - -	Edmonton, Alta.
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.



THESE BRANDS HAVE MADE OUR REPUTATION— LET THEM MAKE YOURS

It is the surplus value in Tebbutt Shoes that make so many extra sales. Naturally men customers will buy where they get best value. During the many years we have been manufacturing this fact has been foremost in our mind. The man in the street has come to recognise this.

In the DOCTORS SHOE he knows he gets comfort and appearance *plus* absolutely water-proof qualities in both sole and upper. He also gets an especially made sole that ensures an even foot temperature at all seasons.

In the PROFESSOR SHOE he gets the same comfort and appearance *plus* a patented cushion-etted inner sole that makes walking a pure pleasure.

Can you afford to overlook these facts when you are placing your next order?

Spring samples will be ready at an early period.



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

Three Rivers, Quebec



Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.

United Shoe Machinery Co. of Canada

122 Adelaide St. W.,
TORONTO

MONTREAL
QUE.

492 St. Valier Street,
QUEBEC





"DO YOUR BIT"

Help the Empire
By Selling Goods
Made Under the
British Flag



The "Nugget" Polish Company Limited

9, 11 and 13 Davenport Road

Toronto, Ont.

A TIME FOR DISCRIMINATING SELECTION

When business disturbance throws values, prices and styles out of balance, it is time for unusual discrimination in making selections.

SAFETY FIRST should be the motto, especially in these strenuous times.

OUR TRAVELERS will be out on time with a COMPLETE LINE of WOMEN'S FINE SHOES in McKays, Welts and Turns—and this attractive range represents our forecast of what we believe the discriminating Retail trade should and will require.

IN CONSIDERING their own interests first, we respectfully submit that it will be to their interests that the Retail trade consider our offering before placing orders for immediate delivery or Spring trade in everything Particular Women require in FINE FOOTWEAR.

We are after the business, and we pin our hope on the belief that shoes MADE UP TO A STANDARD—not down to a price—will get it.

C.N.W. SHOE CO. LIMTIED
London, Ontario

Tetrault
Always Has It First

THE REASONS FOR OUR SUCCESS

- 1st—Tetrault Finish, which is a guarantee of superior workmanship.
- 2nd—Tetrault Delivery System, which is as near perfect as it is humanly possible for it to be.
- 3rd—Tetrault Always Has It First. We are at all times on the alert for latest styles.
- 4th—Tetrault Variety of Up-To-Date Lasts. This season we have several snappy new lasts.

THE PROOFS OF OUR SUCCESS

We have been the busiest makers of Goodyear of Canada.

Our travelers' reports show no decrease from the previous year, despite hard times.

Our reputation of giving the cheapest boot with best of stock and finish—growing all the time.

We have the confidence of the Canadian and French Governments, and we have received several big army orders from both of them.

**Keep These Facts in Mind When
Placing Your Orders**

Tetrault Shoe Mfg. Co.

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

331 Demontigny St. East :: Montreal



THE SHOE THAT SELLS THESE DAYS

is the one that is backed by reputation. This is why, notwithstanding the financial depression of the past year, or, to put it more aptly, the hard times we are experiencing, YAMASKA BRAND sales have increased instead of falling off. You can get the solid trade of your town by giving them a STRONG, DURABLE, STYLISH SHOE, and these qualities are the outstanding features of YAMASKA BRAND FOOTWEAR.

La Compagnie
J. A. & M. Cote
St. Hyacinthe
P.Q.

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited
NEWMARKET ONTARIO



SUPERB QUALITY THAT NEVER VARIES

“Eternal vigilance is the price of success,” exclaimed a man of great eminence. And the same is true in any field of human activity. We are eternally vigilant in the production of

“ROYAL” & “BULLDOG” SPORTING SHOES

As a result they are successful. People understand that these trademark names indicate the highest standard of quality in rubber footwear. You can sell them confidently, because the satisfaction they give always redounds to your credit.



OUR REPRESENTATIVES



- 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.
- The 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

BIG SAVINGS FOR MANUFACTURERS IN SHIPPING

90%

SAVED IN
STORAGE SPACE

50%

SAVED
IN ACTUAL
PACKING TIME

20%

OR MORE SAVED
IN FREIGHT
CHARGES

20%

CHEAPER THAN
WOODEN BOXES

Would you continue shipping your products the way you are doing now if we could prove that there is a better and more economical method? Probably not, for every business man must be on the continual lookout for opportunities to cut his expenses and improve his service to customers. For this reason, you owe it to yourself to investigate the advisability of using the

MARTIN

Corrugated and Fibre Board SHIPPING CASES

The actual saving they make possible in your business is the main reason why you should use MARTIN SHIPPING CASES; but there is also a supplementary reason in that

THEY ARE AN ALL-CANADIAN PRODUCT

This firm has no affiliation with non-Canadian concerns. Its capital is Canadian; its factory is Canadian; its workmen are Canadian. If you believe it is a wise thing to support Canadian industry, when price and service permit, then get quotations on Martin Corrugated Fibre Board and Solid Fibre Board Shipping Cases.

Your Inquiry is Solicited.

Martin Corrugated Paper & Box Co., Limited

Factory and Office: 353 Pape Avenue, Toronto

“KHAKI”

Colored Glove Horsehide

This new soft green color is now added to our regular line and Khaki Horsehide has all the desirable qualities which have made P. & V. Glove Horsehide so well known.

Samples on request

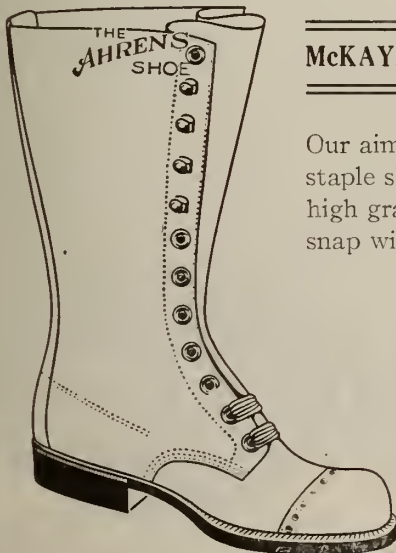
PFISTER & VOGEL CO.
85-87 South Street = = Boston, Mass.

Over 80 Different Lines

always ready for instant shipment from stock

THE
AHRENS
SHOE

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



McKAY, McKAY WELT, RIVET and STANDARD SCREW

Our aim is to build a full range of the most desirable staple shoes, using only first-class materials and with the high grade of workmanship that will combine style and snap with a wearing quality of the very best possible.



Charles A.
AHRENS
limited.
BERLIN, ONT.





28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, P.Q.



STABILITY

No matter how extensive your Rubber Footwear requirements may be, we have an unrivalled experience, unequalled resources, and the financial stability to handle your order with maximum efficiency.

And, furthermore, what is equally true—no order is too small to warrant our prompt and careful attention.

Our line-up is complete, our quality is unexcelled, and our prices are right. Let us show you what we can do.

IT IS OUR DESIRE TO SERVE YOU



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada



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Neat, Quiet and Smart are the New Models for Spring

Freak Shoes Have Disappeared—Black and Subdued Colors Prevail With Few “Conservative Novelties”—Plain, Moderate Recede Toes in Lead—Normal and Sane Lines Come Back to Their Own—Prices Bound To Go Up Owing to War and Heavy Export of Hides and Skins

“This shoe,” said the clerk, attempting to smile,
“Has everything beat in the trade, by a mile.”
The lady with cheeks all aglow, locked anxious,
And murmured a matter-o’-fact “Is that so.”
“Why sure,” said our hero, enthusing the while,
“Just look at the eyelets, they match Erin’s Isle,
And notice the facings of Dardanelles pink,
With heliograph lining, they look cute, I think.
The circular foxing of battleship grey, it the newest thing
out, it was launched yesterday.
The heel is so cunning, in submarine blue,
With toplifts of lyddite, they’re bound to lift you.
The forepart is finished in howitzer brown,
I reckon that’s why they are storming the town.
The sole edge is finished,” but sad to report, the lady had
started a-listing to port;
Reviving she looked to be losing her mind,
Then snapped at the exit, “I’m quite color-blind.”

“Style! Sty’e! Style! Oh, it’s Style all the while—all
the while.” So run the words of a rollicking song. Then

style grew by leaps and bounds in all lines of apparel, more particularly in footwear, until the retailer and the manufacturer were both faced with the “mid-season style evil.”

With the rapidity of changes the extreme patterns and extraordinary combinations of leather and cloth, dealers were afraid to place an order—even 24 hours ahead of time, lest they might have a few pairs left on their hands. Now, the pendulum of fashion has swung away from freaks and novelties, innovations and eccentricities, and there appears every possibility of steadier momentum. There is a pleasing conservatism, plainness of effect and simplicity of design which should be greatly welcomed, after the recent variegated productions and millinery creations for the feet.

Choice Samples Now Complete

Style ascended to such a pinnacle of folly that manufacturers have been more backward this fall in getting ready their spring and summer samples for 1916 than they have for some seasons past, owing to the fact that they did not know where they were at. However, good progress is being made and several Canadian makers of men’s and women’s



HERE ARE THREE NICE MODELS IN FEMALE FOOT TOGGERY. ON THE LEFT IS A DULL KID BOOT, WITH BLUE CLOTH TOPPING, AND BUTTON FLY BOUND WITH DULL KID LEATHER. IN THE CENTRE THERE IS SEEN A PATENT VAMP, FOXING AND BACK STAY, BROWN KID TOP, WHITE RIMMED BUTTONS, CENTRE FILLED TO MATCH TOPPING. ON THE RIGHT IS A GUN METAL SHOE WITH BLACK CLOTH TOP, BUTTON FLY, AND VAMP BOUND WITH GREY BRAID, WHITE PEARL BUTTONS.

footwear have their samples ready—as they usually have on the 1st of August.

The coming season will witness quite a revolution in modes toward simplicity and conservatism. It has been decreed by the style makers that, shoes which lace up the side and up the back or button in some eccentric way, and possess color combinations and picturesque perforations, facings, pipings and other adornments of a fantastic character and dazzling design shall be tabooed. Conservative novelties, rather than freaks, will hold sway and serve to relieve and brighten up the ordinary lines of samples.

Colored Tops Are Moribund

There is one thing certain, and it is that all makers and retailers of footwear declare that colored cloth tops are dead, although an effort will be made in some quarters to retain putty, grey and blue. Even then these shoes are not likely to be seen in cloth, but in kid, which is rapidly coming to the forefront in the race for favor.

The lace bal, which came in some months ago, with the panorama of colored tops, is likely to remain and while there is no probability of it replacing the button boot entirely, still it will be a claimant for honors.

Black cloth tops in both lace and button are certain to take well. There is really no more neat or dressy shoe than a bal or button creation, with patent vamp and modified foxing, and black cloth quarters.

So far as lasts are concerned these will be pretty much the same as last season, with medium length vamps and moderately narrow toes, slightly receding, without tips. There is a tendency to shorten vamps and the most popular lengths will be about 3 to 3¼.

There is another outstanding feature and that is heels will not be built any higher—15/8 being the popular elevation. The Louis and half-Louis will still reign supreme, although various modifications may be noticed in the shape of the Opera, the Concave, the Cuban-Louis, and other builds. The covered wood heel will be particularly employed on turn footwear, the demand for which seems to be

increasing each season. The covered wood heel may also be seen on a limited number of welts, with rubber top piece. In button boots there are some new creations in the way of a Gypsy seam down the front and artistic foxing and white piping on the fly, the vamp or the heel seat. Then again, smart models are seen with side button effect, opening widely at the throat, the lower attachment being a dome fastener, while the cut of the fly is such that the buttons may be shifted to fit any ankle. Other models carry very low foxing. The usual number of combinations in black and white will be witnessed as this contrast is always decidedly pleasing and striking.

In buttons there are seen the gun metal button, black buttons with centre filled to match the tops, white rimmed, cloth filled buttons, white pearl buttons, and divers others.

There are some changes in patterns in women's foot gear this season, but owing to the war and business conditions generally, the degree of extremes reached in the past will not again present itself.

Small Ornaments on Low Cuts

In low cuts, many Canadian manufacturers are featuring military Oxfords, while the military pump is right to the forefront as one of the conspicuous showings of the season. Large ornaments are entirely eliminated and instead, there are observed dainty and charming creations in metal, wood, bone, glass, etc. The pump, with eyelet imitation lace effect and quarters in black or subdued colors, is also being featured. Other pumps, with a small tongue and cunning little ornaments are being presented. An effort may be made to bring back into the world of popularity various shades of tan, but the showings in most of the samples do not reveal any concerted action in this direction. All high cuts will be about the same height as last year, as it is believed that the short skirt will still be in vogue. The height varies from six to eight inches.

A Summing Up of Features

One leading Canadian manufacturer makes the following prediction regarding the style trend:—



NOVELTIES—CONSERVATIVE AND OTHERWISE—FOR MILADY

ON THE LEFT IS WITNESSED A SO-CALLED "CONSERVATIVE NOVELTY" AS DISTINGUISHED FROM THE OTHER TWO SHOES SHOWN WHICH MIGHT BE DESCRIBED AS "EXTREME STYLES." THIS SHOE IS MADE OF BLACK KID WITH TIP OF PATENT LEATHER EXTENDING CLEAR AROUND THE VAMP. THE LACE STAY AND COLLAR ARE OF PATENT LEATHER RELIEVED BY WHITE STITCHING. IN THE CENTRE IS A BRONZE KID LACE BOOT WITH CUT-OUT QUARTER, BOUND WITH BRONZE BEADING, AND BRONZE BEADED VAMP. ON THE RIGHT IS A WHITE CALF SIDE LACE BOOT, WITH PATENT VAMP, AND AT THE TOP A FOLDED CUFF.



PATENT VAMP AND FOXING. WHITE CALF TOP, FRONT AND TRIPLE TOP FACING—BY ROYAL SHOE COMPANY, TORONTO.



GROWING GIRLS' BUTTON BOOT, PATENT VAMP, BELGIAN BLUE KID TOP—BY STAR SHOE COMPANY, MONTREAL.



BRONZE KID VAMP, WITH QUARTERS OF BUCKSKIN, FRONT LACE AND TOP FACING—BY ROYAL SHOE CO., TORONTO.

There will be an increase in the number of black lace shoes.

Blacks will run close to usual height.

Plain toes will rule.

Lasts are staple and remain practically the same.

The prevailing tendency in the better grades is toward narrow recede toes, with medium vamp and easy round toes for popular-priced shoes.

There will be no radical change in heels, but a tendency towards Cuban heels, slightly concave.

When it comes to fancy shoes, the front lace style will lead.

The height of fancy boots will run from seven to eight inches.

The general trend of novelty boots will be toward refinement of design and colors, eliminating perforations, colored top stitching, fancy buttons and contrast binding.

The indications are that solid colors will lead, with much attention paid to a pleasing blending of the vamp and top.

Few Changes in Men's Shoes

In men's shoes there is no very decided change. The bal will still retain its prestige and prominence, while gun metal and dark tan will be the favorite leathers for street wear, and patent the choice for evening or dress occasions. There is little variation in the style of lasts, the medium recede toe and round full toe being the most popular. Perhaps there is a little tendency towards narrowing some toes, but on the whole the English lines still prevail. There will, of course, be a number of shoes with cloth tops, some of grey and others of fawn, in order to catch the eye and gratify the fancy of the young man who courts the extreme in his foot toggery. In the medium priced lines, bluchers will still hold sway. The one inch heel will be seen on most models, some with flange effect. An attempt is being made to introduce plain toes, but whether they will achieve any wide vogue is problematic. As in women's shoes so in men's, all gingerbread effects and capricious decorations are being laid aside, and simplicity and conservatism, coupled with smooth, artistic shoemaking, will be the chief claims for patronage and pre-eminence on the part of the best makers.

Writing to the SHOE AND LEATHER JOURNAL, Getty & Scott Limited, of Galt, say: "We feel that the styles which have been in vogue for the past few months have caused considerable loss to both the manufacturer and retailer.

We believe some retailers are loaded up with these freaks, as the fair sex have decided to stop wearing them on account of their noisy and conspicuous appearance on the street, which is not becoming to the good dressers of the fair sex. The return to the more conservative lines of fashion will be welcomed. We might also say that the price of leather and all materials excepting labor, is so far advanced over the price of last season, that the manufacturer will have to sit up at night and figure his shoes out on a different basis to what he did last season and not use any comparison with his last season's cost sheet.

How Prices are Ascending

"One instance which we have to quote occurred to-day when we went to buy a certain quantity of sole leather, some of which we purchased three weeks ago. We find that the price of this stock has jumped 2c. a pound, and then it is impossible to get covered up at this advance—as the price of new hides at the present time is 26c. and according to daily reports which we receive, there will be a still further advance in the course of a few more days."

Another leading firm in reviewing the situation so far as raw materials is concerned, remark: "Referring to the conditions of the hide and leather market for the past six or eight months, we think it would be beneficial to the shoe manufacturers and the retail trade in general if you would present some timely data along this line and give them to understand the conditions that have been and are existing regarding this subject.

"We notice some very startling facts regarding the export business from this continent in the past eleven months, and as these facts are established, we are of the opinion that the trade should realize that there must be a substantial advance in the price of footwear for the coming season of 1916. We might also add that if the shoe manufacturers of Canada at the present stage of the game had their just dues, that the prices of their present product and on the goods they have taken orders for and promised to deliver on the fall run, would be advanced at least 6 to 8 per cent.

From Leather to Cartons

"The advance all along the line from the leather to the cartons themselves, figures out at 7½ per cent. This is not saying anything in reference to the advance that has taken place in leather in the past six months over and above the increase that had already occurred previous to this.

(Continued on page 36)

How War Induces Increased Business in All Trades

The First Effect Has Always Caused a Depression but Sooner or Later Trade Revives—Capital Becomes Abundant, Speculation is Quickened and Period of Activity Follows—No Economic Waste Caused and Credit is Increased

It has been generally accepted and economists have consistently taught that war is waste, that it destroys trade and drives away the prosperity secured by hard work during times of peace. Yet an examination of the records of wars which have been waged during the last hundred years, right up to and including the greatest war of all time, just now raging in Europe, goes to prove that quite the opposite is true. The first effect of war has always been a panic, or at best, a sudden deep depression. Then, within a comparatively short time, capital becomes abundant, business revives, speculation is quickened and a period of activity follows, which usually assumes boom proportions before peace is even in sight, and which continues for several years after the end of hostilities.

Met All Obligations and Grew Rich

The great war with Napoleon cost England \$3,000,000,000, and France about the same amount. The bankruptcy of Europe was freely predicted, just as it has been recently—but what was the result? These countries not only met their obligations easily and promptly, but grew tremendously rich at the same time. Improvements of all sorts made their appearance in the cities, not only of England and France, but of the other countries of Europe. Better lighting, better pavements, better water supplies came into being, and the condition of the poorer classes greatly improved.

The Crimean and Franco-Prussian wars were also concurrent with great industrial and business activity. Britain experienced her greatest trade expansion immediately after the Boer War, and the United States met with the same experience after the Spanish-American War was ended.

Trade Improved During the Civil War

The American Civil War began in 1860, and it cost the United States two and a half million dollars a day.



CHARLES E. RAVEN, ST. THOMAS, ONT.

ONE OF THE LEADING SHOE RETAILERS OF WESTERN ONTARIO, WHO MAKES A STRONG FEATURE OF HIS TRAVELING GOODS BRANCH, WHICH HE SAYS PAYS HIM A VERY SATISFACTORY PROFIT.

In the early part of 1863, opinions were freely expressed that money could not be secured to carry it on. Yet despite the pessimism and deep gloom of the time, a considerable trade improvement made itself felt, as early in the war as December, 1861, and continued to gather force throughout the war and lasted for eight years afterwards.

From 1862 until the end of the War, trade was exceptionally active. Factories were busy, labor constantly employed and failures very few. Railway stock advanced and prices of all commodities were good and this prosperity continued until 1873, uninterruptedly through the Franco-Prussian war of 1870, which cost the combatants upwards of four billion dollars. Two railways, the Union Pacific and Central Pacific were started during this war and brought to completion within five years of its close. From the commencement of the war in 1860 until 1870, five years after it was over, 22,000 miles were added to the railways of the country, a percentage of increase that has never since been exceeded; the Atlantic cable became a commercial fact in 1866.

Apart from the loss of life, it would seem that the destruction by military operations is off-set by the economies practised by non-combatants. In times of war the people pay the expenses of it through taxation, and by denying themselves certain luxuries, which they would otherwise pay for out of their own pockets. In other words, they pay for shot and shell, and the other necessities of modern warfare, what in better times would be spent on picture shows, theatres and other unnecessary, impermanent or unproductive things. The actual destruction of property in the present war bulks large in the eye, but it can hardly equal the loss by fire alone, during peace times. All productive property, it has been estimated, requires renewal on an average of every seven years. This includes machinery, live stock, railways, etc. The comparatively small part that is incidentally destroyed by war, cannot therefore affect the economic whole, especially in view of the modern facilities for securing credit—for a scarcity in one quarter of the globe instantly attracts a flow from some other part of the world.

Supply of Capital Will be Increased

During the last year there has been a very real growth of credit. Throughout Great Britain and the allied countries the people have willingly accepted credit currency instead of gold. This paper currency is redeemable at face value, but redemption is not sought, because of faith in the government. After the war is over, there will be even less reason for withdrawing the gold, and it will probably remain in the banks. Instead therefore, of being diminished by war, the supply of capital has been increased tremendously. War has compelled the mobilization of the world's gold reserves in the banks and thus permanently enlarged the basis of credit. After the war, money will not only be plentiful for all purposes, but it will probably be cheaper, if history of the past is any criterion. Despite the destruction of five billion dollars worth of property during the American Civil War, the Bank of England rate fell from 7.41 in 1864 to 2.10 in 1868. After the Franco-Prussian War, the rate fell from 4.76 in 1873 to 2.61 in 1876. The truth seems to be that we exaggerate the waste of war and greatly underestimate the economies induced by it, which off-set that waste, at the same time entirely overlooking the great credit expansion made possible by the concentration of the world's gold supply and the increased confidence of men in each other, thus tending to diminish the charge for the use of credit.

How to Get Customers Into the Retail Shoe Store

The Patrons of a Shop Either Make or Break It—Securing Them Is Matter of Persistent Effort—A Bright Summary of the Usual Methods and a Comparison of Their Value and Effect.

By A. E. EDGAR, Author of "How to Advertise a Retail Store."

The merchant who knows how to get customers into his store has one of the best chances of securing a fortune during his business life-time.

So few merchants do amass fortunes that we must assume that they do not know how to get customers into their stores. A few, perhaps, that do know how, fail to succeed for other reasons, principally, because they do not know how to keep the customer after he has once entered the shop.

Assuming that a merchant has a store, well stocked, properly managed, conveniently located and efficiently served, he should have no trouble in getting customers into his store, who will come back again, and again.

An Analysis of Methods

An analysis of the usual methods followed will be of great benefit to the merchant. They are, briefly, as follows:

I. Advertising.

1. Newspaper advertising.
2. Circular and other mailable advertising.
3. Souvenir, premium and novelty advertising.

II. Window advertising.

1. Displays in windows and outside show cases.
2. Store-front impression.
3. Advantages of location.

III. Solicitation.

1. Personal solicitation by merchant and his clerks.
2. Solicitation by trained salesmen with and without samples.
3. Regularly solicited orders.

IV. Recommendations.

1. Testimonials, oral or written, of satisfied customers.
2. Recommendations of others who have become impressed by customer's testimonials.
3. Recommendations of others who have become impressed by the general management of the store, its advertising and accredited standing in the community.

These are the four avenues through which the average merchant may secure customers. It seems reasonable,



AN ATTRACTIVE DAY LIGHT SHOE HOUSE

The accompanying illustration affords some idea of the inviting exterior of the Factory Shoe Store, 90-92 St. Paul St., St. Catharines, Ont. The establishment has a frontage of 25 feet; is 40 feet deep with ceilings 18 feet high, with shelving which comes to within three feet of the top. It is a daylight store, and is artificially illuminated by lights of 1,000 candle power. On one side are the ladies' and chil-

dren's departments, and on the other, the men's and boys'. The store, which has been established for some time, has worked up a nice trade, and met with encouraging success. The proprietors are I. H. Siegel, who is seen on the left of the picture, while the person standing on the right and wearing a straw hat is L. Leveys. The store was recently enlarged and redecorated throughout.

then, to expect that he will use these highways to success, or, at least, travel as far as possible along each of them.

There are millions of dollars spent annually for but one purpose—to get customers into the retail stores of the villages, towns and cities. The manufacturer spends vast sums in an endeavor to force business. Naturally the stores that sell their products benefit by this advertising. National advertising is going a long way toward educating the customer to expect good goods, expert service and fair prices. Retail advertising is making a personal appeal on behalf of the retailer for the trade of the local customer.

An Old Theory Exploded

There are a few merchants who will tell us that advertising does not pay. If this is true, we should hold up our hands in horror at the great economic waste represented in the advertising matter issued every day. But it is not true. Advertising is of two kinds—good and bad, with all kinds of grades from good to bad running in between the two extremes of good and bad.

To put this in another way, let us say that advertising either benefits the advertiser or it does not. If the advertising is good it pays, if it is bad it does not.

A few years ago a certain newspaper adopted a slogan, or catch phrase that startled its competitors. It was, "All kinds of advertising help all kinds of advertising." This even surprised other branches of advertising, for it is always a bone of contention among advertising men whether one kind of advertising is not better than another.

All Kinds of Publicity

The newspaper advertising man will tell you that newspaper advertising pays best. The street-car advertising man thinks that that method of publicity is better than any other. The man who sells calendars believes they will produce better results than anything else, and so it goes, all along the line of advertising.

The fact of the matter is that all kinds of advertising pay, but all kinds of advertising are not suited for all kinds of stores. Newspaper advertising is probably the most universal method used by retail merchants to reach customers. It is the medium best suited to that purpose, but there are thousands of stores that will find that newspaper advertising will not pay them. Local circumstances are such that in some cases the circulation of the newspaper is not suited to convey the message of the retailer. His location may be such that he would have to pay for circulation that is of no use to him. Then this avenue of getting customers into his store is closed and he must use some other way.

In the majority of cases, however, the retailer can use the newspaper to advantage. He can also use almost all the other ways of advertising included under the other two general heads—circulars and premiums.

Find Out by Experiment

Just what proportion of the advertising appropriation to spend for each class of advertising will puzzle the best merchant in the world. The only way he can find out is to experiment. When he finds one kind of advertising pays let him stick to it. When he finds another does not pay let him cut it out. Keep experimenting and learning and the advertising appropriation will be well spent. It is the merchant who uses a certain medium, year after year, just because he has always done so, that wastes the most money. He who experiments faithfully, spends the greater part of his appropriation judiciously, spends it where it does the most good.

The writer has always contended that a good mailing list is an asset to any business, and it ought to be considered as such. A poor list, however, is merely a sink-hole for pouring money from which no returns can ever come.

One of the best methods of judging advertising before hand is to inquire into the possibility of its reaching the

hands of a prospective customer and into the probability of its being read. Advertising judged by this standard will usually prove satisfactory.

Surely little need be said about the value of the window as an avenue through which the retailer can reach out to the possible customer. It seems so obvious that it is one of the best of all avenues of advertising, and yet—and yet, there are merchants who think so little of their window's appearance that they do not even keep them clean. Others will fill up the larger part of the space with circus bills, doubtless feeling that they are being well paid by two tickets to the circus. The advertising manager of the circus recognizes the value of the retailer's window more than he does himself, that's why he pays to put his bill in the window.

Testing Window's Pulling Powers

Any merchant who doubts the value of window advertising can be convinced of its tremendous pulling power if he can spare a couple of days to watch the best windows in his town or city. He will see hundreds of men and women stop when they come to a well balanced display no matter what kind of goods there are on display. Merchandise of all kinds when well shown is interesting to most people. Why the coal man recognizes this fact, and often makes a display of coal in his window, and sells coal from the display, too. If he can do that, surely there is no line of merchandise sold in the retail store which cannot be sold in a similar manner.

Another method of testing the window display for its sales value, would be to show different lines of goods for stated times and keep a record of the sales of these lines when on display, and when not. In making this test the best results would be secured by conforming to the following rule: Keep track of the sales of a certain article for a week before it is shown in the window, for a week while it is being shown, and for a week after it is shown. The test should include many articles and cover a lengthy period of time. A test on one article alone, while it might show that the sale was increased by the display, would be entirely unsatisfactory, because of the possibility that it was merely a coincidence and not a matter of sound principle.

What Impression Will Do

The impression of the whole store front, the first appearance of the shop upon the possible customer has a great deal to do whether he will enter or not. The local situation of the store determines to a large degree the extent of the business. People will not travel to out-of-the-way stores—unless there is something there to draw them past more convenient places to shop.

Solicitation is being resorted to more than ever. The strenuous efforts of one's competitors have extended to solicitation to a larger extent than ever. This can be met by a similar method. It can be made a powerful means of making friends and of securing much patronage. People of all classes delight in being recognized. They feel flattered when they are told that their patronage is appreciated, and they are asked to deal with a certain store. A large percentage are willing to give every merchant a fair trial. If the trial is satisfactory the customer is won.

A merchant is advertised by his satisfied customers. Little need be said about this. The customers of a store make or break it. If the customer is satisfied and pleased, others will be told of it. If the customer has been ill-treated others will be advised never to go to that store.

To secure customers for the store is merely a matter of persistent effort. If the store is right the customers will stay after they have once been induced to come.

Think this over. Take a pencil and a piece of wrapping paper and lay out a campaign of securing customers in the way we have done. If it does not show possibilities for future business it will be your own fault.

Cash Customer is One of Shoe Store's Valuable Assets

Too Much Discrimination Often Shown Credit Customer, While Person Who Pays Cash is Slighted or Neglected—Petty Ways in Which This is Shown—Cash Patron is the One Who Should be Encouraged and More Appreciated

The cash customer is one of the most elusive beings on earth. Some retail merchants realize this, some do not.

The cash customer is one of the most valuable assets of the retail store. Some retail merchants do not realize this.

The cash customer is not extended the same courtesies as those so freely given to the credit customer. The retail merchant does not realize this, either, hence our theme.

The credit customer is one to be kowtowed to, to be toadied, to be offered every reasonable service, and many that are unreasonable. Why? Because she may take her account down the street to a competitor.

The cash customer pays cash and is not considered a customer of the store in the same sense that the credit customer is. The merchant knows how much the credit customer buys. He has it in his books. He can figure it all out—and often does so with fear and trembling, hoping to collect but fearing to offend. The purchases of the cash customer are not recorded. The merchant does not know, except in a general way, how much the cash customer spends in a year.

Credit Customer Tactfully Treated

If the credit customer does not make a purchase for a week the merchant sets out to find out why. Is she away, or is she buying somewhere else? If he can find out his worst fears may be set at rest. She may be out of town. If she has transferred her account to another store without saying anything, without settling for the goods secured before that fateful event, the merchant has a tactful duty to perform. He must do so politely and diplomatically so as not to offend. The credit customer is always treated in this skillful manner.

It is not our intention that we should be understood as not favoring this treatment of the credit customer, or as regarding the credit business with disfavor. The credit business is a profitable business and all customers should be treated with the greatest amount of courtesy and respect. And when we say all customers, we mean the cash customer as well as the credit customer.

The woman who drops in for a dime's worth of something and hands out the cash should be received as cordially as she who comes in and orders a dollar's worth, and says, "Charge it." It is because this is not done, whether it is the intention of the merchant to discriminate or not, that we are taking this topic for discussion.

Cash enables the merchant to run his business. If he never had any cash he would never be in business, even though credit is cheap.

The cash customer furnishes him the wherewithal to manage his business successfully. She helps him to pay cash to his clerks on pay-night. She pays the rent, the light bill, the heating bill, and other monthly bills. She helps him largely to buy for cash and to secure the cash discounts, which alone will pay his rent, if not more. Why then should she not be encouraged and cultivated?

No merchant goes deliberately out of his way to make a distinction between cash and credit customers. But he does unconsciously make the difference felt, and the clerks

follow the merchant's lead, often discriminating more tactlessly than the merchant.

Why Should There be Discrimination?

To show some of the petty ways in which this discrimination is put into effect we will mention two or three little instances that have come under the writer's own observation.

A clerk was answering a question that had been asked him by a woman who had made a small purchase and paid for it. The question was about another article for sale. A customer who had been standing near, waiting to be served (all were busy), showed signs of impatience, although the other customer had waited much longer for her turn to be served. The clerk broke off in the midst of a sentence to go to her and assure her she would be served



SHOES IN HIS HAT AND GRIP
A SANDWICH MAN OF BROADWAY ADVERTISING A
NEW YORK SHOE STORE

at once. She gave an order for ten cents' worth to be sent up immediately. The clerk had to explain that the delivery had just gone in that direction and that it would be sent on the next delivery. She exhibited signs of annoyance which the clerk tried, as best he could, to mollify. He suggested that she take the parcel with her, as it was a very small one. She was calling on a friend and did not "intend

to make a pack-horse of herself." Before she left the store, the other customer, who had been left standing unattended, also left. She went into the next store and purchased the article she was asking about.

This is a case of a cash customer whose trade was not appreciated and a credit customer who had the merchant and his whole outfit on the run. She knew how to lord it over them to perfection. But this instance merely shows the policy of the store, as proclaimed by the actions of the merchant and his representative. But it is safe to say that this merchant would indignantly deny this as part of his policy.

Give Her Credit—You're Mistaken

The fact that the merchant does not recognize this difference between his cash and credit customers, while the discrimination goes on under his very eyes, and with his unconscious connivance, makes the matter more reprehensible.

Here is another instance to prove this distinction present in a well organized store. A lady brought back an article to have it exchanged. Upon examination it was found that it had been worn. It was one of the rules of the store that no article that had been worn should be exchanged. The exchange clerk stated this fact to her and she indignantly denied that she had ever worn it. She demanded an interview with the merchant. He found the evident marks on the article, but when he found out who it was who was bringing it back for exchange, his face broke out into smiles, as he said, "Give her credit for this, you are mistaken." She was one of his best credit customers.

This policy has proven to be the best in all the largest stores. Goods should be freely exchanged and if a customer claims a damaged article was not so through her fault, no matter what the facts are, she should be given the benefit of the doubt. That was not the rule in this store, as the following incident will show: A customer brought back a piece of linen, asking that it be exchanged because it was damaged. The exchange clerk sent it in to the merchant for his O. K. He came out and after a few hasty, intimidating questions, refused to exchange the article, claiming it had been sold for a low price on that account. This customer was a stranger to the merchant, she always purchased for cash. After she had gone one of the clerks told the merchant that she was the wife of a prominent manufacturer who had but recently moved to the place. The merchant got into a towering rage and called down everyone within calling distance because he had not been informed. The cash customer here was not considered of as much value as the credit customer, except in cases where the merchant would like to make his cash customer over into a credit customer.

Often Ignoring Common Courtesies

It is said that in some of the large department stores in Chicago and New York that the sales girls soon learn to know the cash and credit customers of the store and offer their best services to the latter, often ignoring even the common courtesies of everyday breeding.

A woman had been dealing at a certain store for several months. The clerks all knew her but she had never met the merchant. She was in the store one day and a clerk introduced them. The merchant acknowledged the introduction politely, but without any degree of warmth. He should have taken the occasion to assure her that the store was at her service, or to question her to see if she was receiving satisfaction in her dealings with his business. Perhaps he would have done so had not another lady entered

the store just at the time. He hastened to greet her with an ardent enthusiasm that struck the other customer as strange, but being a woman of refinement, she excused the merchant's abruptness, thinking the other woman was a social acquaintance. But later she met this same difference in the atmosphere and finally found that these women who were taken in hand with so much warmth were merely customers like herself. She transferred her trade to a competitor and never heard anything more about it. That merchant had eyes for only one class of customers—those who owed him money, who had credit accounts.

Guilty of Worst Kind of Judgment

The merchant will do well to examine himself and find out whether he has been falling into this pernicious habit of treating one class of customers differently from another. If he has been doing so, and learns that he has been guilty of the worst kind of judgment in this matter, he can call a stop and institute the policy of treating all his customers alike. But he should go farther than that. The cash customer is his best customer and is worthy of a little cultivation.

The merchant and his clerks can do a great deal towards this by following a policy of simple graciousness. Let them consider the purchaser as a friend who has come to do them a favor and treat him accordingly.

The purchaser may be attracted to the store for one of a great many reasons, most likely a purely selfish one, but the fact should not be overlooked, the customer can go somewhere else to deal. That is, the cash customer can go elsewhere with his cash, hence the necessity of cultivating the cash customer.

USE OF TICKETS FOR STOCK RECORDS

We use a ticket of ample size to enable us to make a perfect and complete record of the pair of shoes that the ticket is fastened to, and is allowed to remain on same until it is sold and sent to the wrapping department, at which point it is removed by the cashier after she has compared the price of the ticket with the sales-slip. These tickets are then placed in a box containing every ticket for that day's business, and are crossed off from the stock book the next morning, so that a complete inventory may be taken from your stock-book at any time, with a correct list of sizes and widths. The tickets bear the year and day the shoes were received, next the stock number, next the cost, next the size and width, and last the price, printed with a rubber stamp. As the date is in a secret mark known only to your force, one is enabled at any time to select from the different departments shoes that have not been on hand too long. In giving an order for shoes, whether they are to be received in a day or so or three weeks, the tickets and boxes are made at once from the duplicate of the order, so that on the arrival of the goods they are transferred into the stock boxes without delay. After the invoice has been checked, the goods are examined for imperfections and mismates, after which the correct ticket is placed, always on the right shoe, and the goods are transferred into the stock boxes with the right shoe always first to come out.

When a pair of shoes is returned for exchange they are taken to the department from which they were sold, the exchange made, the ticket on the pair now to be taken is marked "exchange" by the clerk who makes it, and this pair is sent to be wrapped, while the other pair is sent on a special trip to the office for a ticket as originally marked, and a new ticket made, then returned to proper department.—Exchange

Fred. W. Love, shoe retailer of Aylmer, Ont., has erected a large new sign with raised gold letters.

Fixed Prices "Mill Stones" Around Neck of Trade

Shoes Should Bear the Tariff of the Service that Goes with them, with a Profit, and Whatever that Price Happens to Figure is Price to Consumer—The Most Honest and Fairest System of Retailing Footwear, Says the National Association—What Organization can and has Accomplished

That the shoe dealers of Toronto have adopted a progressive step in organizing a live association is acknowledged on all sides and it is likely that the splendid example set in the second largest city in Canada, will be followed in other urban communities of the Dominion.

The executive of the Toronto Shoe Retail Dealers' Association is now busy securing information regarding the work and worth of similar bodies across the line and in drafting a constitution and bylaws.

The news that Canada is falling in line is received with every satisfaction across the border. The National Shoe Retailers' Association of the United States, whose executive head quarters are in Philadelphia, A. C. McGowin being the President and A. H. Geuting, treasurer, send the following inspiring message to the Canadian trade throughout the **SHOE AND LEATHER JOURNAL**:

"Glad of your beginning. Hope it will be the means of continued success.

"The Shoe Retailers of Canada are not competitors! They are partners! It is their business to distribute the shoes to the individuals throughout Canada in an efficient and economical manner. Some of this trade in Canada is particular, they prefer fine environments, and such trade must pay the increased cost of such distribution. There are other stores that cater to a class of people who do not care for luxurious surroundings, but want to be dealt with in a plain, straightforward manner without much service. This dealer can retail shoes a little cheaper than the other fellow, but that does not make these two dealers competitors; they are merely catering to a different trade.

"Each dealer in Canada is worthy of his hire. He organizes his store, or should organize his store, the best he knows how to meet the requirements of his particular clientele. Figure the cost on this business, and then charge your profit above that. This is the scientific, the correct way of doing business.

"The wrong way is to work along the lines of tradition,

paying a certain price for a shoe and selling it at a certain price, regardless of the service that goes with it. Fixed prices in the United States are the 'mill-stones' around the neck of the trade. Happily, these fixed prices are almost a thing of the past.

The Most Efficient System

"To-day, retailers, through their Associations, have learned that the shoes must bear the tariff of this service with a profit, and whatever that price happens to figure is the price to the consumer. There is no more honest, no more just, no more scientific way of retailing shoes. It is the system that will lead to the greatest efficiency, to the greatest economy to the consumer, for every failure that takes place, due to wrong ideas, ultimately falls upon the cost of the shoe to the consumer. When a dealer fails, someone pays the price,—usually the manufacturer, and a certain percentage in the price of a shoe has to be added for such possibilities, and where the retail shoe business is not conducted correctly a greater chance is run. Where failures take place, a greater percentage must be added to insure the manufacturer against loss.

"ASSOCIATION is the answer to the retailer's problems. He must have a clearing-house for his ideas; he must have a place where he can exchange experiences, and there is no one with whom he can better do this than with his fellow-retailer. Retailers must learn that they are not competitors, but are partners, and they will learn this in Association work.

"We, in the United States, congratulate you upon the excellent showing you have made in organizing the Toronto Shoe Retailers, wish you God-Speed, and assure you of a strong sympathy in your work."

Rochester shoemen were one of the first to organize across the line, and everywhere the efficiency of that association is praised. Harry H. Phelan, secretary of the Rochester Retail Shoe Dealers' Association, says that their body is



ALERT OFFICERS OF TORONTO SHOE RETAILERS' ASSOCIATION

WALTER BURNILL, VICE-PRESIDENT

J. C. BUDREO, TREASURER

EDWARD COOK, SECRETARY

always glad to assist similar ones in whatever way it may as only through such associations can the shoe trade be put upon a more solid and profitable basis. Continuing Secretary Phelan adds: Regarding early closing and half-holiday movements, it was thought best to leave to the Rochester Chamber of Commerce, as they have been very successful in both of these.

In the matter of clearance sales our members have as a rule lived up to whatever dates that have been decided for such, although it has been hard with all the department stores starting much earlier.

Price of 1st quality rubbers has taken up much of our time, and you may be surprised to know that \$1.15 was the price of light weight rubbers (men's Dandys and Earls) in this city during the past season.

Another subject taken up was so-called sample shoe stores that did their usual fake advertising. Our fraudulent advertising committee is working hand in hand with The Rochester Ad Club in their campaign against such concerns who advertise \$5 and \$6 shoes for \$2.85, and at the present time have two cases under investigation.

Eliminating the credit system and the repair department has been left to the individual members, as we consider they are in better position to solve these.

I am enclosing our by-laws, thinking they may be of benefit to the Toronto association.

BREEZY NOTES FROM WINNIPEG

Bert Harrison, city traveler for the Great West Saddlery and Shoe Findings Co., and family, are holidaying at Oak Point.

The Regal shoe store, Portage avenue, has installed a handsome new front which is decidedly attractive and unique, giving the premises an imposing appearance.

T. W. Hart, of the Nugget Polish Co., Toronto, spent a few days in the city recently. He reports that business with his firm is flourishing.

Frank Kilgour, of the Kilgour, Rimer Co., is spending a month on the company's farm and is enjoying life in the open.

W. J. Berryhill, of the Yale shoe store staff, Winnipeg, was married on July 20th and left with his bride on a trip



W. J. BERRYHILL, WINNIPEG

to the Panama-Pacific Exposition. Mr. Berryhill's many friends will congratulate him on joining the ranks of the benedicts. He has always taken an active interest in good

clean sport and has been a good rugby player for a number of years.

The majority of shoe stores have been conducting clearance sales of summer footwear. All the dealers expect a big fall trade as the harvest was never more promising.

30 PER CENT. NOT ENOUGH GROSS PROFIT

When the subject, "What Should Be the Proper Gross Profits" was assigned to me, I felt I was the wrong man for the subject, for I believe you all will more or less agree with me that a store specializing 80 per cent. on one line of shoes, with quick turnovers, can give a fair average analysis.

The question of proper gross profits for a retail shoe store is one that has been seriously discussed by the shoe trade in general, especially during the past five years, and as we all know, the shoe dealers all over the country have been exceedingly dull in believing that they can make an honest and legitimate living, over and above all modern expenses, by selling shoes as their grandfathers sold them 50 years ago on the basis of 20 or 25 per cent. on the selling price, not taking into consideration that all overhead expenses have advanced with leaps and bounds, especially the two big items of rent and salesmen's salaries.

We all know the one big reason why Harvard University chose the retail shoe business to investigate was because there were too many failures in the retail shoe business. Why? Because the average shoe merchant was lame and did not know enough to do business on a safe gross margin.

My best answer to the subject, as I see it, is that each and every one of us must carefully study our own individual condition according to the size of the town or city we do business in, proportioning the rent and the labor items according to the volume done. The experience I have had in my business in Des Moines the past four and a half years may help to shed some light on the proper gross profits that ought to be secured in a city of 100,000 people, with stiff rent and high salaries for salesmen to grapple with.

When we opened store I naturally felt an average 30 per cent. gross on the selling price would meet conditions, but with the help of our store system, which shows the monthly gross profits, expenses, net profits or loss, compared to volume, I soon found that 30 per cent. was an excellent stepping stone to the front door of the sheriff's office. I immediately started systematically, according to style value, to grade up here and there throughout the line, and at the end of our first year our average gross profits was a little over 33 per cent. Yet I could see 33 per cent. was too small, as compared to volume, for in our city, competition isn't a "walk-over" by any means, so by further continuing to grade up on the line our average gross profits last year on the selling price was 36½ per cent.

I don't feel that any shoeman is properly repaid in return for his risk in the investment, plus the daily grind and effort he gives his business, unless he can finally reach a 38 per cent. yearly average gross profit; and there is only one way that I can see to accomplish this result, and that is by the shoe dealers working together, shoulder to shoulder, in states associations and by membership in the National Association.

It will do a lot of good to learn that your neighbor isn't half as bad a fellow as you thought him to be, and that he isn't any more anxious than you are to grind year in and out and do business just for glory and let the good wife and children go around in sackcloth and ashes. If we all learn to know each other better a 38 per cent. gross profit isn't a thing very far off.—Geo. Breckeisen, at Iowa Shoe Retailers' Convention.

Catching the Footwear Trade of the Children

"Children cry to be brought here for a pair of shoes."

"I don't blame you for smiling at such a statement, but I've been told so a dozen times or more by indulgent mothers. And occasionally, I've noted corroboratory evidence in the form of tear-reddened eyes."

Miss Minnie Ward was made manager of the children's shoe department of Bennett & Co., Haverhill, Mass., about two years ago. In that time the department business has been increased 200 per cent., not by costly "forcing" and "special sales," but by "Katching the Kiddies."

"It has been my observation, that the child's experience in getting a pair of shoes at the average store makes about as lasting—and pleasant—an impression as its trip to the dentist.

"Yet the children's trade is important, not only for the profit it carries, but also for what it leads to. When you get the children's trade you are pretty sure to get the mothers' trade as well.

"Moreover, the five-year old boys and girls of today will be customers for adult shoes in the future—your customers, if you catch them when they're young.

"But very few store managers realize that kiddies aren't interested in 'special values' or 'natural shape' shoes. The children's department is too cold and business-like to attract them.

"This store had, for years, devoted some six hundred square feet of the rear of the store to a children's department, exactly like every other children's department in the country. And we had always done a fair business.

"But two years ago we decided that the children's trade could be greatly increased by making ours a real children's department.

"I bought a bowl of gold fish, a children's tea-table, four small chairs, a rocking-horse and a cuckoo clock—the entire cost of which was not large.

"Our experiment didn't bring any immediate increase in trade. If the store had been run on the 'must beat a year ago to-day's record' basis the experiment would probably have been abandoned as a failure.

"By the end of the second month, however, we were beginning to catch the kiddies in real earnest. The department showed a perceptible growth.

"Then the cuckoo clock began to get very busy. That poor old cuckoo has worked as high as thirty-six hours a day. It's been set ahead of time again and again, so some bright little youngster could 'hear the birdie sing.' I'd try to get a clock which would cuckoo 'on request,' except that I feel sure the mothers are more impressed by seeing me willing to upset my timepiece than they would be by seeing me merely pull a string or lever.

"Don't overlook the fact that the children are the best little advertisers in the world," continued Miss Ward. "Many a pair of shoes has been sold in this department because little Sarah Smith fairly dragged her mother here by the hand after hearing 'Tiny' Jones' glowing description of our doll's tea-table or our birdie clock.

"You would be surprised, too, at the effect this department has had upon our women's shoe sales. The mother can get her own shoes while the child is being fitted out. Moreover, no mother can help having a soft spot in her heart for the store which the youngster loves.

"And the best feature of all is that I lose very few customers," concluded Miss Ward. "The children are too anxious to see the novelties we have here to allow their parents to go elsewhere."

W. J. Cooper, sales manager of the Gutta & Percha Rubber Limited, Winnipeg, left recently for Fort William to take charge of a branch the company is opening there. Before leaving he was presented with a trunk.



SEASONABLE CUTS ADD TO THE ATTRACTIVENESS OF CHILDREN'S FOOTWEAR ADVERTISING.

MORE SCIENTIFIC FITTING NEEDED

I have been more or less connected with the shoe fitting profession for some years. About twelve or fourteen years ago the store was turned over to me to manage. At that time we were fitting without a size stick, and fitting without any idea of the rights of the foot at all. I designed a size stick (it was a little different from the size stick in use to-day), but we could use it to make an impression on the customer that we were measuring him. Prior to that time if a customer called for a certain size it was put on the foot whether it fitted the foot or not, says a leading authority.

We study the foot, and its condition and its needs, and I feel that I know enough about it to diagnose nearly every case. If it is a simple case we can fit it, but we send to the orthopedist anything we cannot take care of. Dr. Bradford, of Boston, says that 90 per cent. of the foot troubles belong to the shoe dealer and 5 per cent. belong to them, and that shoe fitting is largely responsible for the condition of many feet. In my estimation, however, I think the changing style conditions are more to blame. I think it is up to a shoe man to pay more attention to shoe fitting than he ever did before. It seems to me the biggest parts of the shoe merchandising.

Don't look inside the old shoe for the size.

Don't try to fit without a size stick. I call it criminal.

Don't fit too short or too narrow. Too short is worse than too narrow, but too narrow binds the foot.

Here are some of the ills of the shoe trade. The sample shoe store is responsible for more ill-fitting shoes than any other factor in merchandising. The usual sample shoe store buys shoes of all styles and descriptions, and puts in clerks that they pay about \$6.00 or \$7.00 a week. Those girls do not take interest in fitting shoes, they just hand them out. They think if they can fit a foot to a 3 or a 5 they have made a good sale. They have made a sale all right, but are doing the shoe business a tremendous harm.

THERE IS DANGER IN FREAKS

The report concerning the assignment of a prominent New England shoe manufacturing firm says:

"In shoe circles it was said that the difficulties of the company have been experienced by other manufacturers who have been unwillingly filling orders for the freak styles in women's shoes that have been popular for the past year. The craze for such novelties has now waned and jobbers and retailers who placed orders for such styles are either rejecting the shoes or countermanding the orders, thus forcing heavy financial losses upon the manufacturers."

DO YOU TAKE YOUR DISCOUNTS?

Here are the reasons why only 30 per cent. of the merchants take advantage of their cash discounts:

First.—Lack of business training.

Second.—Lack of business organization.

Third.—Rut of contentment, established by years of narrow observation.

Fifth.—Poor collection work by the dealer.

Sixth.—Opposition to association advancement.

Seventh.—Inability to absorb the written or personal experience of others.

Eighth.—Misuse of trade papers.

Ninth.—Lack of education through travel.

Sometimes we are inclined to think it would be better in the long run if we were more stringent in the use of commercial paper. Credit is a fine thing. It is the basis of business but the cruel neglect of mercantile paper is one of the curses of modern business.—Commercial Review.

DISCOUNT YOUR BILLS—IT PAYS

A shoe manufacturer has chronicled a recent experience of his in regard to the collection of accounts outstanding on his books. He had sent out two hundred statements with urgent requests for remittance, and only two shoe merchants had responded by paying their accounts.

This is a worse record than we should have expected—familiar as we are with the careless ideas and habits of the majority of shoe merchants regarding the paying of bills for their purchases of merchandise.

Most shoe merchants are slow pay.

How few of them ever think of discounting their bills!

How is it with you?

Do you get your merchandise in stock and put it on sale and delay paying your manufacturer until the season is well over? Do you hold back your remittance from the manufacturer and thus make it difficult for him to meet his payroll and make early payment to the leather man, who in turn is obliged to wait for his money, as are all the other men from whom the shoe manufacturer buys? Do you delay payment and so lay upon the manufacturer additional work and expense in making collections and in borrowed capital on which to operate his plant while waiting for you to pay your account?

If so, you are making it harder and more expensive for the manufacturer to do business—and, in turn, you are making it more expensive for yourself to conduct your own business, since you ultimately will have to remunerate the manufacturer for all expense he incurs, and you cannot purchase so advantageously as long as you continue to delay paying the manufacturer until the last moment.

Most shoe merchants follow out this very plan habitually. In all financial dealings, they travel in a rut. And their position on this matter is merely characteristic of their attitude on the entire subject of the retail merchandising of shoes—an attitude which makes it necessary for some agencies to record that shoe retailers are, with one exception, the poorest businessmen in any great line of retail trade.

But the big successful shoe merchants are men who discount every bill for merchandise purchased. They do it because they thus have a better standing with the factories whose product they buy, because they buy more advantageously, and because there is more profit in operating their business on this basis.

Department stores take most of their profits in the form of discounts on purchases. In some cases discounts on purchases during the year amount to more than the net profit.

Almost any shoe merchant accustomed to take the limit of time before paying his manufacturers, can increase his net profits by fifteen to twenty per cent by merely paying all bills quickly enough to get the discount.

Take your discounts! Use your own capital to accomplish this, if you have the cash of your own. It is cheaper to borrow enough money at the bank, if necessary; but take the discount!

Thus you will benefit the situation through the entire trade—and pay yourself handsomely for changing your financial policy.—Boot and Shoe Recorder.

COULD NOT DO WITHOUT IT

Enclosed you will find \$1.00 for renewal subscription to the SHOE AND LEATHER JOURNAL for the coming year. I am very much pleased with your paper, and I could hardly get along without it.

Yours truly,

Walkerville, Ont.

P. DUGAL.

The Shoe Repair Man

ORGANIZING SHOE REPAIRERS' UNION

In March, 1912, Mr. Thomas Sacco, a Chicago shoe repairer, went out among his shoe repairing friends with the idea of forming an association, whose aim should be to better the, at that time, existing conditions among the Chicago shoe repairers. He found that many of his friends were eager to co-operate with him in this new field, so that when he called a meeting of all those interested in the new work, sixty-five ambitious cobblers assembled to form an association, if possible, says the "Shoe Repair Shop."

Since Mr. Sacco had been the leader among these men, he now took the chair pro tempore. In opening the meeting, he said: "Gentlemen: It gives me great pleasure to see so many of you, my fellow-workmen, have responded to my call for a general meeting. As you all know, we have come together not only to talk over the present situation, but to form an association that would help to do away with the present working conditions under which we all must suffer. At the present time we are receiving unreasonably low prices for our work; we cannot afford to use the best grade of material and we are forced to work from 14 to 16 hours a day in order to support our families. If only a few of us try to handle these problems single-handed, we are sure to meet with defeat, but if we unite and work toward the same end in combined strength we will surely succeed. Why not form an association whose aim shall be to reform our working conditions? Let us as an association raise our prices, use better material and live more comfortable by working only eight or ten hours a day. Of course we will meet with opposition, at first, from the people whom we have been serving with our work. They will claim that we are too high-priced and that they can get their shoes repaired by other cobblers for less than we charged, but we can show them the difference in material used by the cheap repairer from that used by us. Then when we really prove to them that our work is better than it was before we raised the prices, they will be glad to pay the advanced price. Let us all join in forming a union that will benefit all its members."

This speech met with approval and the willingness to form an association was expressed by all the men present. Mr. Thomas Sacco was elected president, temporarily.

On the 19th of June, 1912, we received our charter, which established our association as the Chicago Shoe Repairers' Union.

By action of the union the second Sunday of each month was set aside for the regular meetings of the association.

In order to avoid the expense of an office in the business district, the union decided to use the business place of Mr. Sacco at 1209 Diversey parkway as the office of the union and as the meeting place of committees.

At the same meeting a committee of five was appointed to design a sort of union stamp which should serve as a sign to distinguish our association from other organizations. The chairman of this committee asked the additional assistance of the president in this work. Each member of the committee, including the president, was asked to design a suitable label. Two weeks later these various designs were presented and one (designed by the president) accepted as most appropriate. Several cuts were made, of various sizes, to be used either on gummed labels to be placed on repaired shoes, or to be placed on display on union shops.

In the winter of 1913, a committee was appointed to

make arrangements for a union dance, intended to be held in December, but which had to be postponed until January, 1913. To this dance were invited all the jobbers, material manufacturers and friends of the union. Our twenty-eight page program contained the advertisements of many of the prominent manufacturers and jobbers. Nearly five hundred couples took part in the dance. As a result of this dance our association grew rapidly.

At the second annual dance, held December 6, 1914, it was learned what a wonderful advancement we had made since the last affair of this kind. The attendance increase over the last dance was more than 200 per cent. The jobbers and manufacturers again took advantage of a sale booster and filled our larger and more attractive program with illustrated advertisements. And thus the good work has gone on.

FLESH SIDE AND GRAIN SIDE

Always bear in mind that the flesh side of the upper leather is the best part to resist wear, by friction or by the usual wear and tear incident to wearing. Put the flesh side at the outside surface, where the most wear will come, and you will increase the wearing qualities of the leather.

The flesh side is, of course, much rougher than the grain side, but it can be polished up with the hot iron and made to look as well as the grain side. A little grease should be first applied, or ink, if staining is necessary, and thereafter the grease. The hot iron should not alone be relied upon, but chalk well rubbed in will also help in finishing the rough side of upper leather. Much care should be taken in fleshing off any part of the surface of the leather, as too much flesh will always remain rough and coarse and no amount of rubbing will make things right.

A notable fact about this is found in the construction of the army shoe for European countries. England at least orders that such shoes be made with the flesh side of the upper on the outside. The shoes were seen by the writer and did not look at all bad even without treeing.

In olden times no tanner would think of finishing upper stock on the grain side, but our modern methods demand speed and for that reason do we see upper leather finished on the wrong side, namely, the grain side. When you apply a box-toe or counter always put the fleshy side of the stock next the upper. There is much to say about the grain side and the fleshy side of leather.

WHY SOME SHOES SLIP

I saw a man fall and break his hip on account of the steel nails a repair man put in the heels of his shoes when he repaired them. This man stepped on a smooth stone in the doorway of a store and his heels slipped as though it were on wet ice. Zinc nails are preferable, even if they do wear out sooner; still if the customer wants steel nails he should have them, even if he is to suffer afterwards. When steel nails are used in heels the leather wears away, leaving the nails to project, and their hardened surface slides easily on smooth stones or iron, such as is frequently put on stairways or floor sills. Just so with the regulation rubber heel; on wet ice they are very treacherous. When cork shavings are moulded in the rubber or an insert of cork is used, they are much safer on wet ice, as cork will not slip on it.

Neat, Quiet, Smart Spring Styles

(Continued from page 25)

"The price of hides suitable for upper leather is 27c. These are the hides from which the shoes of to-day are being made, so the dealer on analyzing these conditions can readily see that the shoe manufacturer is bound to lose money on this present run.

"One cause of these advances in leather is the fact that the export trade from the United States in the past eleven months was an increase over the previous eleven months of \$54,784,391.00.

"We think if there was ever a time shoe and leather periodicals of Canada could benefit the shoe manufacturers and the retailers, and have them come together with an intelligent understanding, it is at this present period."

Speaking of recent advances, a leading authority says: "Quotations have risen in one instance 7c. a pound since July, 1914, and it should be remembered that prices were extremely high a year ago. Packer native steer hides stood at 20c. last July and five pounds for a dollar was at that time considered an abnormal if not outrageous rate. But under the stimulus of the war demand for belting butts for conversion into military accountments the price jumped to 27c. where it stands to-day. It is not impossible that the market will go to still higher levels.

"It is unwise for cutters of leather to assume that there is any manipulation in the hide markets. The advance, sensational as it is, resulted from the operation of the law of supply and demand. The world's stock of hides and skins has been reduced by the war while co-incidentally the consumption of leather has tremendously increased.

"The best authorities realize that were it not for the depression in the United States and the resultant reduced demand for leather there would have been still more excited and booming hide markets.

"The obvious moral is that the raw material markets should be watched by leather buyers. There never was a

time when the necessity for keeping track of hide and skin quotations was so urgent. Many firms who heretofore have not paid attention to the cost of tanners' raw materials are now anxious for information and are receiving daily reports from Chicago and elsewhere."

Standards Fixed at a Conference

Representatives of National Associations of Boot and Shoe Manufacturers, Shoe Retailers, Shoe Wholesalers and last manufacturers, as a result of a largely attended meeting held recently in New York, agreed upon the following forecast for the coming spring and summer season.

Women's Shoes

LEATHERS—The leading leathers for safe buying in the order of popularity will be: Dull Calf, Glazed Kid, Dull Kid, Patent, and Dark Tan Kid.

STYLES—Low shoes.—Tongue Pumps, with and without ornaments. Colonials with small tongues and buckles. One, two, three and four Strap Effects. Blucher and Lace Oxfords. Gibson Ties with four and five medium-sized eyelets for ribbon laces.

LASTS—Toes.—Medium narrows, slightly receding, without tips.

Heels.—15-8 leather Cuban and 15-8 leather Louis on welts; 15-8 wood Cuban Louis on turns.

VAMPS.—3¼-inch will predominate. There is an increasing tendency towards Turns and there will be a growing demand for lower heels.

BOOTS.—Light weight boots will be in favor, as in the past.

Conservative novelties, with plain effects in blacks and subdued colors, will prove popular. White shoes will be more popular.

Men's Shoes

LEATHERS.—In the order of popularity the following will predominate: Dull Calf, Black Glazed Kid, Dark Tan Calf and Kid.

STYLES.—Bals. are increasing in popularity. Bluchers



A SECTION OF THE PROGRESSIVE ESTABLISHMENT OF THOMAS LAWSON, KELOWNA, B.C., WHO HANDLES A SPLENDID RANGE OF SHOES AND TRAVELING GOODS. THE FOOTWEAR DEPARTMENT IS NEATLY ARRANGED AT THE REAR WHILE CLUB BAGS, SUIT CASES, ETC., ARE SHOWN ON THE RIGHT



PATENT LEATHER VAMP AND FOXING, BLACK CLOTH TOP, LOUIS HEEL, SIDE BUTTON



MILITARY PUMP, GREY KID TOP, SMALL ORNAMENTS ON SIDE AND THROAT



MILITARY BAL, FANCY CUT FOREPART AND FOXING, PATENT LACE STAY AND COLLAR

SHOWN BY THE KINGSBURY FOOTWEAR CO.

still being strong in kid and staple shoes. Oxfords, Lace and Blucher, will sell as usual for spring and summer.

For dress purposes three and four eyelet lace Oxfords in plain toes are becoming popular.

LASTS.—Little change in style of lasts, with the possibility of a tendency towards swing effects on medium narrow toe.

Heels.—Extreme low heels with wide shanks are less in demand. The majority of shoes will be made with 8-8 and 9-8 heels.

Demand is increasing for kid shoes on stylish lasts. Novelties will be limited.

The conferees were gratified to note that there is less confusion in the trade today than has been experienced during the past year, and they unanimously recommend the foregoing styles suggestions with the assurance that early orders may be safely placed for the spring of 1916.

What is Seen in Gay Paree

A letter from Paris says:—One effect of the short skirts make all-important the question of boots. To be dressed is to "a la derniere mode" a woman must wear high Russian boots, or else, what we call the "cuirassier" boot. Russian, Cuirassier—all this sounds warlike, and is, in fact, closely connected with the actualities.

To wear with tailored dresses, my lady of the fashion must have black, glossy boots, without toe-caps, made all in one piece, laced on the inside of the boot, just the contrary to what we have been accustomed to with our colored gaiters of last season's boots. Or else she must wear dark blue kid boots, also plain, but original as to the way of being fastened—they are buttoned half way up in the ordinary manner, while the upper part is adorned by three or four little buckles just as for regular leggings.

As for the boots for wear with afternoon dresses which are made of light silk or organdy, there is a nice model made of white antelope, with the same plain shape as the varnished boots I have just described, and with the addition of a charming detail at the top, a sort of turned down revers of nearly ten centimeters.

SOME SMART CREATIONS SHOWN

S. H. Parker, of the Solid Leather Shoe Co., Preston, was in Toronto last week showing a fine range of samples. A new line this season is Parker's Pillow Soles, which come

principally in kid, in both button and lace, and are made in the widest widths, both with rubber and leather heels. There is also a liberal revelation in lace and button boots with black cloth tops and patent and gun-metal vamps, carrying louis and half louis heels. Plain toes are strong with medium length vamp and moderate pointed effect. Colored kid tops are presented on a number of models. In low cuts are two, three, four and five strap effects, military oxfords and kewpie pumps, with imitation lace front. All tongues are small. The ornaments are little and neat, while a few low cuts have white and black bows. The line is characterized by conservatism of style and excellence in shoe making and the imitation turn effects attract much attention. Mr. Parker reports that the past season has been a very busy one with him and the capacity of the plant will shortly be increased to four hundred and fifty pairs a day. Practically all colored cloth tops have been eliminated and among his new lasts is one for growing girls, carrying a medium pointed toe. The output of the factory is confined strictly to the jobbing trade.

FINEST RANGE YET PRESENTED

A two days conference of the travelers and heads of departments of the Star Shoe Co., Limited, was recently held in Montreal, at which various matters of interest were considered. New lines were arranged for the coming spring season in which several new lasts, patterns and combination effects were incorporated. Among those in attendance at the conference, which is intended to be an annual affair, were E. H. Lanthier, President of the Star Shoe Co., P. A. Doig, general sales manager, J. B. Hurteau, superintendent, J. Stanley Houston, accountant, J. A. Decare, secretary-treasurer, W. C. Myers, representing Toronto and Western Ontario, W. S. Pettes, Eastern Ontario, John Scott, who looks after the provinces west of the Great Lakes, J. G. Reel, the province of Quebec, and others. The business proceedings were enlivened by a banquet at the Windsor Hotel, which was followed by an enjoyable theatre party. All the traveling representatives of the company reported that the past season's business had been very encouraging and the outlook was considered most promising.

The new samples for spring and summer were shown in Toronto and other Ontario cities last week, by P. A. Doig, general sales manager and W. C. Myers, Western Ontario representative of the company and are the most representative and artistic ever displayed. In the range of offerings for babies and infants there are the latest toppings and

combinations, while in the children's and misses' McKays and turns, there are a number of choice new lasts and patterns: One attractive shoe is a patent with Belgian blue kid top. Others have sand calf tops, champagne calf tops, white calf tops, etc. There are some catchy creations in black and white, with white and black piping and military effects. There is also an excellent representation in pumps for misses and growing girls, with combination tops in



PETER A. DOIG, MONTREAL

white, sand, putty, grey and champagne, all adorned with small ornaments of pretty design and filled in many instances with cloth to match. Colored calf and kid tops are shown in all the best grades. In two strap and ankle strap pumps there is an imposing array. In boys' shoes, some have colored cloth tops, and in both button and lace are observed recede, semi-recede and round toe lasts, while the leathers are patent, gun metal and mahogany. The samples of the Star Shoe Co. reveal snappy new lines this season, which make a strong appeal for favor.

BUDGET OF BRIEFS FROM QUEBEC

The employees of the John Ritchie Co. held their annual picnic at St. Catherine on July 24th. There was a fine program of sports in which a large number took part. Valuable prizes were offered the winners and some of the races were keenly contested.

The annual excursion of the leather cutters of the city took place to Montreal on July 17th and was well attended.

The funeral of the late Mrs. Luc Routier, mother of Luc Routier, shoe manufacturer, took place on July 23rd. She was buried in St. Sauveur Cemetery. Among those who attended were J. A. Scott, Lucien Borne, J. Perkins, G. Bilodeau, H. List, J. S. Langlois, Uld. Deslaurier, Alfred Dupere, A. Garant, W. and A. Richard, and others.

A. Larochelle, son of J. H. Larochelle, shoe jobber, has opened an attractive new retail store on St. Joseph street, where he is carrying the most up-to-date lines of footwear.

J. B. Lamontagne, of E. Thivierge, shoe manufacturer, has returned from an extended trip through the Maritime Provinces, being accompanied by his wife.

E. Gosselin has opened a modern shoe repairing shop on St. Marie street and installed a complete shoe repairing

outfit, purchased from Dupere & Garant, who report business in their line as very good during the past season.

Jos. Laliberte and E. Tremblay have returned from a successful fishing expedition at La Tuque.

Tourigny & Marois have started to manufacture Good-year welts. Many jobbers visited Quebec recently and placed orders on these new lines, which are being made on attractive new lasts and patterns. The firm have a capacity of 100 cases in this branch, besides 400 cases in McKay and Standard Screw.

Alfred Marois has purchased a handsome new McLaughlin car.

Alfred Cloutier, hide dealer, Quebec, has added a new storey to his building at the corner of St. Valier and Arago streets.

Among those in the city recently were H. L. Taylor, representing G. J. Trudeau, Montreal; J. D. Wood, of Cotton Threads, Limited, Montreal; J. B. Jardine, of J. B. Jardine & Co., Toronto; H. C. Parker, of Parker, Irwin, Limited, Montreal, and others.

WAR BENEFITS THE REPAIRER

There has been some talk about how the war in Europe should cause people to visit the shoe repairer's shop more frequently, and the following by one who has his eye on such conditions, naturally, shows up the problem very clearly:

"I will tell you one reason why the war makes the shoe trade dull," said a shoe man. "I found it out, not by reading the war news, but by looking at my own shoes. I saw one day that the soles were much worn. Then I said to myself, 'James, you need new shoes. But leather is mighty high. And there is not much of it. The war is using it all up. So why not get your shoes tapped, and make them wear a while longer. But if you should buy another pair of shoes, you would give some shoemakers a job making the shoes. Yet to do so you would use up more leather, and leather is too high already. And if you have the shoe resoled, you will give the cobbler a job. You will save your shoes for longer service, and that will save you money. Besides you won't want the new pair of shoes, and somebody else, who may need shoes worse than you do, can have the new pair. So, taking the thing all in all, it looks the soundest public economy for you, James, to have your shoes repaired, and to wear them a while longer. You will save the price of a new pair of shoes, and that is very good private economy.

"Therefore," concluded the shoe man, "I have had my shoes repaired and am wearing them a while longer. I suppose that there are millions of people who think the same way as I do about shoes, just as there are millions of men who think the same way as I do about politics and baseball. So I suppose that there are millions of people who are making their old shoes do a while longer. And, as I figure it out, that is one reason for the dull state of shoe-making."

THE TRADE PAPER EMERY WHEEL

There is no retailer who would not benefit by subscribing for one or more trade papers published in the interest of the line of merchandise in which he is engaged. It is absolutely impossible for him to keep pace with the progress and development of conditions in his particular trade unless he does.

The wide-awake, progressive merchant of today has no trade papers lying around with uncut wrappers on them, for he has learned that they are an essential factor in his business routine. Every time he has perused the columns of his particular trade paper, he has applied the emery wheel of progress and has polished up and brightened his business intellect.

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right to reject any matter furnished either for the advertising
or the reading columns.

Shoe News in Paragraph

Marvin Knoll, of the Humberstone Shoe Co., Humberstone, Ont., was severely stung by bees recently. He was attending to his colonies when the bees turned and attacked him about the head and neck. The result was inflammation which it required considerable time to allay. Mr. Knoll was in a critical condition for a few days, but is now well on the way to recovery.

Gales & Co., Ottawa, of which firm C. Roy Teetzel is manager, sometime ago had the good fortune of equipping 100 nurses with boots prior to their leaving for the front. Each nurse bought from two to three pairs, the prices ranging from \$5 to \$7 a pair, but the firm generously gave the purchasers a discount of 10 per cent. Since the first transactions Gales & Co. have received repeated orders for nurses' shoes, which speaks admirably for the enterprise, and square treatment of the house.

During the coming season Drummond Shoe, Limited, of Drummondville, Que., who make a specialty of men's Goodyear welts, will be represented in Montreal and Quebec cities by J. P. Belanger, who will have his headquarters at 502 St. Catherine street east, Montreal. V. A. Cordeau will cover the Eastern townships and the eastern part of Quebec Province. E. A. Chalk, of Toronto, will look after Northern Ontario. Harold Budreo, of Toronto, will be the selling representative of the firm in Eastern Ontario, including the city of Ottawa, while P. M. Goff will represent the Drummond Shoe in Western Ontario and the city of Toronto. D. M. Burchell will attend to Cape Breton, and C. A. Senez will supervise all the other Maritime Provinces.

Good progress is being made on the new addition to the Getty & Scott shoe factory, Galt, Ont., which will be devoted especially to children's turns. The extension is to the north of the present large plant and is 73 ft. long by

50 ft. wide, being two stories high and erected of stone and white brick. The contractors are Thomas & Hancock, of Galt.

Tenders are being called for the stock, machinery and good will of the shoemaking business of Daniel Fitzgerald, 21 Dock street, St. John, N.B.

The stock of Capital Shoe Store, 101 Bank street, Ottawa, Phillips & Caper, proprietors, who assigned a few weeks ago, amounting to \$5,810.14, was recently sold at auction by the assignee, Wm. A. Cole.

The Dominion Aluminum Last Co., of Windsor, Ont., has been granted a federal charter. The capital stock is \$50,000. Among the incorporators of the company are: George Albysius Farabaugh, William Henry Holland, George Chester Clark, Harry Warren Clark and Alfred Lawder, manufacturers, of South Bend, Ind. The company is empowered to carry on trade through Canada and other countries as manufacturers of aluminum boot and shoe lasts, supplies and generally to buy, sell, manufacture and deal in all kinds of goods, wares and merchandise.

A. T. Marshall, manager of the shoe department of Stewart's Limited, Renfrew, Ont., was in Toronto last week on business.

A. J. Chessum, of the Regal Shoe Store, Toronto, has returned from a trip to Boston, New York and other shoe centres in the East.

Gordon C. Yearsley, manager of the Toronto warehouse of the Miner Rubber Co., who recently underwent an operation for appendicitis at the Western Hospital, Toronto, is now at his home, 60 Gillespie avenue, and well on the road to recovery.

The Canadian Consolidated Rubber Co., Limited, are opening offices and warehouses in London, England, and Glasgow, Scotland, where all the lines manufactured by the company will be handled, particularly automobile tires and rubber footwear. The Old Country branches will be in charge of Fred L. Summerhayes, late of Montreal, and J. H. Jamieson, formerly manager of the North Bay branch. Thomas Smellie, formerly of Hamilton, is the new manager of the company's warehouse at North Bay, Ont.

W. D. Bennett, of Boston, vice-president of the Jacobsen Publishing Co., publishers of "Hide and Leather," was in Montreal and Toronto this week on business.

W. R. Box, one of the largest leather factors in Great Britain, who is connected with the firm of Samuel Barrow & Bro., Limited, London, was in Montreal and Toronto last week making heavy purchases of leather.

L. W. Stock, who represents Walker, Parker & Co., Toronto, throughout Western Canada, left this week on an extended business trip with a fine line of spring samples.

Geo. J. Scott, representing P. Jacobi, shoe store supplies, Toronto, left this week on a trip throughout the West in the interest of his firm.

L. W. Hanson, manager of the Toronto and Berlin branches of the United Shoe Machinery Co., who has been holidaying with his wife and family in Lynn, Mass., and other points east, has returned home.

Alfred Minister, of the Minister Myles Shoe Co., Toronto, has returned from a visit to Boston, New York and other shoe centres, gathering new ideas for spring samples.

Several Austrians were recently arrested at Intercities, by the C.P.R. police, for breaking into a box car and stealing a case of Slater shoes. The offenders, who were surprised in the act, came up in the police court at Port Arthur and were remanded.

E. David & Son, of New Glasgow, N.S., who have been in business in that town for nearly three years, have taken over the store lately occupied by D. M. Bowser, and have

converted it into an up-to-date shoe establishment, thus extending their mercantile operations.

The X.T.C., the fine motor boat owned by F. G. Lockett, of the Midland Shoe Company, Kingston, recently ran on a shoal near Milton Island. The party had a very exciting experience, but were rescued after the boat had filled with water and all were somewhat drenched. The party had been attending a picnic at Brophy's Point, and were returning home after dark, when the craft got out of the regular course and went on a shoal that the buoy marks. The boat's horn was sounded and assistance came from Milton Island. The craft was badly damaged.

A veritable war boom has laid hold of the sole leather industry. During the past few weeks buying of sole leathers for export has been heavier than at any time since the war started. One of the leading sole leather authorities of the country estimates that fully 70 per cent. of the visible supply of sole leather in the United States on June 15 has been purchased since that date for export to Europe. Naturally prices of leather have advanced. Since June 15, there has been an advance of one to four cents per pound in standard lines of sole leather used in shoe making. Belting butts for war purposes have jumped even more. Their advances have been five to eight cents. The increases cover all grades of hemlock, oak and union leathers and have been generally participated in by sole leather tanners. It is thought that the market is bound for still higher levels and further advances in shoe prices are regarded as inevitable in the fall.

E. L. Emerson, of the Boston Last Co., Boston, has been visiting the Canadian plant of his firm at Richmond, P. Q., during the past week.

O. Dufresne, of Dufresne & Locke, Montreal, left this week on a holiday trip to Baie de Chaleurs.

J. Heffering, Toronto, was in Montreal the latter part of last week.

Messrs. Owens & Murphy, buyers for John Lennox & Co., Hamilton, were in Montreal last week.

The U. S. M. Co. have installed a six foot shoe repair outfit model N, in the establishment of Virgino Matioli, St. Lawrence Boulevard, Montreal.

A. A. White, St. John, N.B., was in Montreal and other shoe centres during the past fortnight.

J. A. McLaren, of McLaren & Dallas, Toronto, was a visitor in Montreal during the past week.

W. H. Dargie, of Ames-Holden-McCreedy, Limited, St. John, N.B., spent a few days in Montreal recently.

P. A. Doig, sales manager of the Star Shoe Co., Limited, Montreal, has returned from a trip to Toronto and other Western Ontario centres.

Harry Wright, of Rockland, Mass., paid the Canadian plant of E. T. Wright & Co., St. Thomas, a visit on July 26th. He was very well pleased with the outlook and was impressed with the great strides the new factory has made.

C. H. Chute, formerly of F. E. Leavitt & Co., of Haverhill, Mass., is now superintendent of the C. N. W. Shoe Co., London, Ont. W. E. Wilson, formerly superintendent, will cover part of Ontario, showing the handsome new spring models of the firm, starting about August 5th.

A winding up order has been granted in the case of the Cimon Shoe Co., Limited, of St. Jerome, Que.

Sam Hirshfield, St. Catherine street west, Montreal, has installed an eighteen foot Goodyear shoe repair outfit model N in his repair shop.

Renovations are being made in the offices of La Parisienne Shoe Co., Montreal. Among other changes is the construction of a new sample room.

Nap. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, who has been spending the past two months

in Europe in connection with army shoe orders, is expected to arrive home in Montreal this week.

With an attendance of 4,000 people, profits of \$300 for the Red Cross Society, a long and well contested series of sports and entertainments, the first annual picnic of the Retail Merchants of St. John, N.B., proved a huge success. The picnic was held on Thursday, July 22nd, at Crystal Beach, on the St. John River, and was one of the largest and best conducted ever held in the vicinity of the city. Hon. Arthur Meighan, Solicitor General of Canada, was present and delivered a fine recruiting speech which produced results in the way of added recruits for the Overseas Forces. J. H. McRobbie, of the McRobbie Shoe Company, was a member of the advisory committee, and all the other leading shoe stores were represented on the various committees. The picnic probably will be made an annual institution.

A recent despatch from Ottawa says: Among a number of reforms contemplated in the Kingston Penitentiary the Government is considering the installation of shoe-making machinery in the prison work rooms. The idea is for the convicts to make footwear for the various Government services, including the Dominion police, mounted police, etc. As the situation is at present some of the convicts are engaged in the manufacture of boots, but only the hand-made article, which is scarcely a commercial product in this modern age. It is proposed to establish two machines as a beginning, the idea being that the product of the prison shall compete as little as possible with free labor, while at the same time the convicts will be given an opportunity to learn a useful trade.

Bert Packard, of L. H. Packard & Co., Montreal, was in Boston during the past fortnight.

The new establishment of J. Einstein & Co., at 152 Notre Dame street west, Montreal, which was recently opened is modern and up-to-date in every way. The new building is well lighted and ventilated—and is arranged so as to get best results in both the office and shipping department. Paul Roy, the manager, states that with the increased facilities of the firm's new home, it is possible to ship orders the same day as they are received, especially owing to the fact that a full stock in every line is always on hand. Mr. Roy is also Montreal agent for Lucien Borne, leather merchant, of Quebec.

Mr. King, of the U. S. M. Co., Montreal, has returned to his office after two weeks' holidays spent at his summer home at Morin Heights, in the Laurentian Mountains.

N. R. Feltes, of Ames-Holden-McCreedy, Limited, Montreal, was in New York recently.

The Montreal Leather Goods Co., of Montreal, has been incorporated with a capital of \$50,000.

The name of the Guelph Tire and Rubber Co., Limited, of Guelph, Ont., has been changed to the Standard Tire and Rubber Co., Limited.

The Peterborough Shoe Store has opened business at 291 George street, Peterborough, Ont. The new establishment has been fitted up with the best store fixtures and stocked with all the latest lines of men's, women's and children's shoes.

Getty & Scott, Limited, shoe manufacturers, of Galt, Ont., are presenting a machine gun to the 34th Battalion C.E.F., now at London, Ont. The money for the gun was raised by popular subscription among the employees to which was added a handsome donation by the firm, of which F. S. Scott, M.P., is President, and Wm. Chamberlain, Secretary-Treasurer.

Howard C. Blachford, President of the Toronto Shoe Retailers' Association, has returned from an extended visit

to New York and other Eastern shoe centres, where he was looking up new ideas for early fall trade. Mr. Blachford had a most enjoyable motor trip all the way down. The scenery through the Catskill Mountains was very rugged and picturesque, and the entire route was inviting from both a motoring and sight-seeing standpoint.

There has been a rumor going around that H. R. List, Sales Manager for Luc Routier, shoe manufacturer, Quebec, was resigning his position with that firm. There is no truth whatever in the report and Mr. List will continue to look after the interests of Mr. Routier in the future as in the past.

The shoe repair shop of H. Henderson, Barton street and Sanford avenue, Hamilton, was entered recently and several pairs of shoes stolen.

The employees of the Western Shoe Co., Berlin, Ont., had a most enjoyable picnic at Idyl Wild recently. The day was pleasantly spent in sports, games and a baseball match. Good prizes were given the successful participants.

Edward Trider, shoemaker, of Windsor, N.S., met with a serious accident recently. He had gone down to the wharf in the rear of his shop to meet the fishing boats, when he stubbed his toe with the result that he fell heavily fracturing his hip and sustaining other injuries.

The McCall Shoe Co., Toronto, have closed their store at 846 College St., Toronto, where the lease has expired, but are operating their other four stores—two on Queen St. west, on Bloor St. west, and Yonge St.

Harry D. McKellar, who is sales manager of the Oscar Rumpel Felt Factory, Berlin, was in Toronto last week on business.

Th. Mayer, shoe manufacturer, Montreal, was in Toronto last week calling upon the trade.

Oscar Vogt of the Great West Felt Co., Elmira, Ont., was in Toronto last week, and reports business as good.

R. B. Gravlin, of the White Shoe Co., Toronto, has been spending a pleasant holiday at Presque Isle Point, near Brighton, Ont.

Geo. H. Montgomery, shoe fitter in a St. Louis factory and president of a firm incorporated in South Dakota at \$1,000,000, was arrested by federal authorities at St. Louis, on a charge of promoting a scheme to defraud. Montgomery said the main office of the Montgomery Shoe Company of America, his "million-dollar corporation," was in his rooming house in that city. Montgomery was indicted during the last session of the federal grand jury. Government officials say the total assets of his company are represented by a valuation of \$600,000 for the trade mark "Open Eye Brand Shoes" and \$400,000 for Montgomery's services. The company's literature, according to federal officials, said the capital stock was fully paid up at \$10 a share for 100,000 shares. Montgomery was jailed in lieu of \$2,500 bond.

Geo. McVicar, shoe dealer of Goderich, Ont., recently made an interesting display of the Life-Buoy Brand of Outing Shoes, manufactured by the Kaufman Rubber Co., Berlin. The process of manufacturer was shown in its different stages. The exhibit included white, tan and black duck from which the uppers are made, and the rubber was shown from its raw state to its final use for sole purposes.

Gerry Willis is in Wingham looking after the shoe business of his father, W. H. Willis, who has been ill in Toronto.

Doc. Reeves, the popular shipper of White Shoe Co., Toronto, has returned from spending his holidays at Atlantic City. He says it is a great place for a holiday, but that he had some difficulty in keeping his crutch out of the cracks in the Board Walk.

W. C. Myers, of Toronto, will this season represent the Star Shoe Co., Montreal, in Toronto, Western and Northern Ontario, the La Parisienne Shoe Co., Montreal, from Ottawa to the Coast and the Rena Footwear Co., of Montreal, on the same ground. The Star Shoe Co., specialize in infants' and children's turns, misses', growing girls', boys' McKays, etc.

while the La Parisienne Shoe Co. make a fine line of women's welts, turns and McKays, and the Rena Footwear Co., men's and women's McKays. Mr. Myers will make his headquarters at the Queen's hotel while in Toronto, where he will open a large sample room in which to display the various lines. He is one of the most widely known shoe travellers in Canada, and has established a strong connection with the trade.

Gutta Percha and Rubber, Limited, have opened a new sub-branch in Fort William, Ont., where stock will be carried in both mechanical lines and rubber footwear. This branch is under the direction of H. D. Mewhirter, the manager of the Winnipeg branch. W. J. Cooper, late of Winnipeg, will have charge under Mr. Mewhirter, and has already taken up his residence in Fort William. He was sales manager of the Winnipeg branch and was very popular with the employees. Previous to leaving they presented him with a handsome trunk, accompanied by an appreciative address.

J. C. Budreo, shoe retailer, 1344 Queen street west, Toronto, has returned from spending a holiday at Stoney Lake.

R. G. Long & Co., Limited, of Toronto, manufacturers of gloves, moccasins and mitts, have opened a branch in Winnipeg.

Getty & Scott, Limited, of Galt, Ont., makers of the Classic shoe, are adding to their women's department a line of women's hand sewed welts and several men of long experience in making these superior class goods in Brooklyn and Philadelphia, have been secured. Getty & Scott report that they are the first firm in Canada to produce women's hand sewed welts and feel that their enterprise will be appreciated, as they will be able to put out this particular shoe at a price that will be within the range of those who wish to handle this high class footwear.

Private McGaw, of the 19th Regiment, overseas forces, in training at Niagara-on-the-Lake, was arrested by militiamen recently, when he attempted to cross to the American side. The soldier wore civilian clothing, but neglected to change his shoes. This caused his arrest. It is understood



W. D. BENNETT, BOSTON, MASS., VICE-PRESIDENT OF THE SHOE AND LEATHER MARKET-FAIR. NO FAIR WAS HELD THIS YEAR IN BOSTON BUT ONE IS LIKELY TO BE CONDUCTED NEXT YEAR, AND MR. BENNETT, WHO WAS IN MONTREAL AND TORONTO THIS WEEK, SAYS IT MAY TAKE PLACE IN CHICAGO.

McGaw admitted his intention to desert from the army. He was returned to Niagara camp.

Harley Henry has purchased the boot and shoe business of Max Teitlebaum, Saskatoon.

The Canadian Footwear Co., Point Aux Trembles, Que., have opened up offices in Montreal on St. Antoine street.

C. A. Davies, of Blachford, Davies & Co., Limited, Toronto, is spending a few days in Boston, New York and other points. He is accompanied by Mrs. Davies.

Harry L. Tower, of West Bridgewater, Mass., is at present employed in Montreal as manager of the United Last Co., there. Mr. Tower likes that city very much, and is removing his family to Canada.—Shoe Topics.

The United Shoe Machinery Co., of Canada, who last year gave splendid demonstrations of the making of shoes by the Goodyear welt system at Toronto, St. John and Quebec exhibitions, will not make any displays this year at Canadian fall fairs. Several shoe manufacturing firms will have excellent exhibits at the Canadian National Exposition, Toronto, which opens on August 28th and continues until September 11th. All exhibitors this season must dress their booths with British and Canadian flags.

The value of hides exported from Canada to the United Kingdom during the six months ended June 30th last is stated by the Department of Trade and Commerce, Ottawa, to have amounted to \$882,705. This value constitutes a record, and is an increase of no less than \$445,205 over the figures for the corresponding period last year, when the value of exports from the Dominion in this commodity was \$437,500.

F. A. Lovell, well known in Brockton, who was foreman of the cutting room and buyer of upper leather at the Thompson Bros.' factory at Campello for three years, and who was until recently superintendent of the plant of the Cook-Fitzgerald Co., of London, Ont., is spending the summer on the Cape. He is accompanied by Mrs. Lovell and they have been calling on friends in Brockton and vicinity.—Shoe Topics.

Reviewing the local hide situation, Hallam's Weekly Market Report, Toronto, says: Beefhides are somewhat

neglected by tanners and the outlook is for a temporary reaction toward easier prices. City butcher hides green flat, 15c. per lb. Country hides, flat, cured, 18c. to 19c. per lb.; part cured, 17c. to 18c. per lb. Calfskins are being marketed in large quantities with no change in prices. City skins green, flat, 15c. per lb. Country, cured, 18c. to 19c. per lb.; part cured, 17c. to 18c. per lb., according to condition and take off. Deacons or bob calf, 75c. to \$1.10 each. Horse-hides are in fair supply at unchanged prices. City take off, \$4.00 to \$4.50. Country take off, No. 1, \$3.75 to \$4.25.; No. 2, \$2.25 to \$3.00. Sheepskins are in good demand and in fair supply. City sheepskins, \$1.75 to \$2.50 each. Country sheepskins, 75c. to \$2.00. Spring lambs and shearlings, 40c. to 75c.

Requisitions have been issued to Canadian manufacturers, asking them to tender on another order for army shoes, rumored to be around 100,000 pairs. The specifications call for a tan chrome calf, or tan chrome cow hide side leather, full weight, for the upper; bottom stock calls for 7 gauge insole, 7 gauge viscolized middle sole with 10 gauge out sole; Goodyear welted, hob nails round the toe, and iron or steel tip on the heel. It will be noted that this is the first requisition calling for side leather for the uppers, and manufacturers incline to the idea that this leather will be allowed in at least half of all future orders. Tenders are all to be in by the end of July and the orders are expected to be issued to the successful contractors within ten days. The sample order for 5,000 pairs army boots, uppers cut from tan side leather, which was given to the Tebbutt Shoe Co., of Three Rivers, Que., in June, has all been delivered and passed by the Government inspectors, who commented on the fine quality of the shoes both in material and workmanship. This order, as stated, was to be a factor in deciding the leather to be used in future orders. The result was as expected by the side leather tanners and very many shoe manufacturers throughout Canada.

RIGID INSISTENCE ON QUALITY

Speaking at a recent meeting of the Canadian Credit Men's Trust Association, Archie McKillop of A. McKillop & Co., wholesale shoes, struck the key note of successful merchandising when he said, "Nothing builds a business so fast as rigid insistence on quality." Mr. McKillop has been a wholesaler of shoes in Calgary for a number of years. Starting with comparatively little capital he has built up a substantial business.

"I have built my business by placing the emphasis on highest quality," said he, "When I started in business my capital was limited but I determined to stand or fall on a sound proposition. Every shoe I sold had my name on it. A McKillop shoe was a good as the name. If a buyer was not satisfied with the shoes he was at liberty to return them and I saw that the quality was such that no shoes would be returned.

"The buying public and even the shrewd merchants can sometimes be fooled but in the long run—full value—quality, just a little better—a shoe founded on honest leather and good workmanship makes headway no matter how stern the competition.

"I have always found it that way in my business. Men will say, 'Your price is too high. I can get as good elsewhere for less money.' Let them try it, if you know your own goods you need not fear the consequence. A product which is good enough to bear your imprint should stand the test. If you are sure of this, you are on the right track. You have the safe and sound basis for real business progress.

"This I feel is a rule Canadian business men in general



FRED O. MUMFORD, HALIFAX, N.S., WHO RECENTLY RETURNED FROM BUSINESS TRIP TO MONTREAL, QUEBEC AND BOSTON, PAYS WARM TRIBUTE TO CANADIAN FACTORIES FOR THEIR ENTERPRISE AND QUALITY OF THEIR OUTPUT.

should adhere to. If we do, foreign competition will be little cause for worry. A good article makes its own market because the value is there and real value—intrinsic merit—makes headway every time."

Mr. McKillop's remarks were received with distinct approval. He spoke the truth; it is quality that counts and counts for everything in the upbuilding of a business.

HAWTHORNE & CO. IN NEW WAREHOUSE

D. D. Hawthorne & Co. who, since the big fire in Toronto some eleven years ago, have occupied premises at 24 Front street west, have moved into their new and commodious warehouse, 27-29 Wellington street west, between Bay and King, and just at the rear of their late home. Transferring the immense stock necessitated a large amount of work, but it has all been successfully accomplished and, in their new quarters, this enterprising wholesale firm will have double their former space and facilities that are unsurpassed. The building is 60 feet wide by 120 deep and has been specially fitted up as a wholesale shoe house. It consists of five floors and basement, all well lighted and provided with every modern convenience for the handling and receiving of goods. The offices are attractively arranged and the sample room is nearly double the size of the former one. Messrs. Hawthorne & Co. are to be congratulated on their spacious and imposing new home, located right in the heart of the wholesale district. They will be pleased to welcome all their old friends, as well as many new ones, at 27-29 Wellington street west, Toronto, and will hold "open house" during the two weeks of the Canadian National Exhibition.

SHOE REPAIRING IN TORONTO

On investigating conditions in the shoe repair shops here in Toronto, I find a lamentable difference in prices obtained for work, says a correspondent of "The Shoe Repairer." Some of the shops are doing men's half soles and heels nailed for 75 cents and some are receiving \$1.00 for the same class of work. In some shops men's half soles and heels sewed are \$1.00; others from \$1.10 to \$1.25. The higher price should be made the standard, for sole leather backs are selling here at 52 cents. Backs are used by the majority. Anglo-Canadian and Muskoka sole is selling around 39 cents in sides. I think (after speaking of the matter to a number of shoe repairers) that we can arrange a meeting with the purpose in view of getting up a standard scale of prices. I remember reading an article in your valuable paper, dealing with the organizing of the shoe shining industry in the Boston district, or maybe it was the district around Brockton, and the fixing of a uniform price for shines. Could you furnish a little information outlining the method employed in getting the shine men together. Was it by canvassing the shops or by printed notices in the daily papers?

TAKING CARE OF FINDINGS

Reckless and improper use of findings in the shoe factory should be guarded against and prevented.

There are many little things that the foreman must watch for in the shoe factory besides quality. For instance, a new laster will probably come in and take a new paper of tacks. He cuts off one corner and puts it up to his mouth. Perhaps before he uses up half of them he may leave and the laster that follows would never think of touching them. In a factory at one time the writer saw nearly fifty papers of tacks used and thrown to one side. This was a decided loss of money to the manufacturer as well. The same rule applies to nearly all small articles and findings used.

A manufacturer at one time walking through his factory noticed some counters and shank pieces on the floor. He called the foreman to the office and told him that he had

noticed much of the material that was being used lying around the floor in various places. This, of course, meant that just so much money was being wasted and he asked the foreman if there was a way of preventing it.

The foreman told him that there was; the remedy was very simple. He simply said, "To save money you will have to spend some. Build some bins for your counters and shank pieces. Have them built in or near the stock room and give them over to the charge of the stock fitter. When the stock is given out all of the other fixings, such as counters, etc., should go with it. However, the system is not carried out in the majority of factories. Instead of that system, many of the factories will have the barrels of counters come into the room and placed where lasters will have free access to them and will help themselves. You may be sure they are not always particular about counting correctly and if they happen to get too many it is seldom they will carry any back; as a rule they will throw them under the bench. In the majority of cases here, too, is a loss. This slackness prevails in many factories, and it is too bad it can't be avoided."

LITTLE CHANGE IN MEN'S STYLES

Writing to the SHOE AND LEATHER JOURNAL on the style situation for spring, A. Brandon, of the Brandon Shoe Co., of Brantford, says: "Men's shoe styles will be similar to last season. Cloth tops are virtually dead. The shoes will be the most sensible ones shown for several seasons. There will be very little change in patterns. From information gathered, the manufacturers will try and get along with the present lasts for next season, and we hope that the retailers will join hands with us and stick to the present styles, as they are good fitters and fine sellers. It would be to the retailers' interest as well as the manufacturers' to adhere to present models. Gun metals will sell heavily; patent leather will move nicely, and colors lightly. We will have a fair season in Oxford shoes, as the merchants have sold quite a few this summer and did not buy heavily last season. The prospects that we will have increased trade are good."



CHARLES M. IREDALE, TORONTO, SALES MANAGER OF CANADA LAST CO., WHO HAVE RECENTLY INCREASED THEIR PRODUCTION FIFTY PER CENT. AND ARE WORKING OVERTIME TO KEEP UP WITH THE ORDERS IN HAND FROM CANADIAN SHOE FACTORIES.

TELLING THE TALE TRUTHFULLY

"How Retailers Should Advertise" was recently discussed before the Birmingham, England, Boot Trades Association.

Telling the tale and telling it truthfully was advertising, said Frank Haynes, who is a leading boot merchant and has devoted special attention to profitable publicity. Alike in the sphere of morals and business, exaggeration or departure from the truth was a blunder, and carried in its train certain failure. It was far worse to over-state in an advertisement than to understate. An advertising campaign had often failed through the too strong claims made for the article advertised. He advised them never to send out a handbill, or to advertise in the paper, saying that they had bought 5,000 pairs of box calf derbies and were selling at 2s. 6d. reduction, when, as a matter of fact, they had only bought a clearing line of a few dozen pairs and were trying to get full prices. The public were not fools. Advertising was "telling the tale" always, and demanded a continuity and pertinacity peculiarly its own, and also a great faith. If they started advertising, let them hold on to it, and hold on to it long. At the same time he did not insist that every man who advertised was bound to make money. He urged them, when totalling their standing costs or charges, to include a proportion for advertising. That was the correct way—to apportion a fixed sum relative to the turnover. There was a tremendous amount of haphazard advertising, but they would avoid it if in relation to their turnover they fixed a certain proportion per cent. in the same way as the allowance for rent and rates. He emphati-

cally denied that it was possible to get the best out of their labor without advertising. They would be sure to suffer in their returns without the aid of publicity. If anyone had an article which he wanted to sell to other people he could not do big things in these days of fierce competition without advertising. If the article he offered was a good one, of intrinsic worth, then skilful advertising would increase his business. No shoe retailer should be content with mediocrity, and unless willing to go "all out," should not embark in business at all. To go "all out" he must seize every legitimate opportunity of securing more business. Wherever their shop was, they must realize that they paid for it as advertising space. Their landlord viewed the matter in that way and charged accordingly. He urged that the wise man would try to bring the whole population to his shop clamoring for boots, and the only successful way to do so was by advertising. In the spending of every sovereign in that way they were broadening their shopping area. "Saxone," "Lotus," and "Delta" shoes had demonstrated that business could be made easier and greater results secured by advertising. The extraordinary number of floral names given to women's shoes shortly after the introduction of "Lotus" was strong testimony to the shoe manufacturers' underlying belief in advertisement. "Lotus" shoes were still very much alive, while most of the imitators were only a memory, because the makers did not tack on to their shoes the publicity which was necessary to make them a success.

Proceeding, Mr. Haynes said the public clamored for style rather than wear. Speaking broadly, people were asking to be pleased, rather than for wearing qualities. As to the best medium through which to approach the boot-buying public, he contended that if the expense could be faced, the daily paper in a great city was the best. Specialization on a particular article was the most useful. Let them get near to the editorial column for advertising men's goods, but the personal column, or the small wants column, for women's shoes. Fine phrases were not wanted in an advertisement, and carried less chance of success than plain, every-day talk. But the talk must be persuasive. Always start an advertisement with an arresting headline. With regard to restricted area advertising, he recommended the booklet and leaflet, money spent on which should always have its return. Appearance and get-up often decided a booklet's destiny. One picture of a pretty shoe would influence a woman far more than a full page of printed matter describing its charms. A typewritten letter should accompany every booklet, and if funds would allow the name and address of the recipient should be filled in at the top. The letter then became a personal communication, and its chances of being read were increased twenty-fold. A fortnight after the booklet a follow-up letter should be sent, and he would send a further letter a fortnight later. If they objected that it was a costly scheme, he replied that many a retailer each year marked down his stock for sale purposes to a much greater amount than the combined cost of booklets and letters. And surely it was better to spend money in securing new business than to lose it in old stock.

HELPFUL AND INSTRUCTIVE

Enclosed please find one dollar postal note for "The Shoe and Leather Journal" for another year. I find the Journal very helpful and instructive.

Yours truly,
Halifax, N.S. *E. J. HOPKINS.*

A VALUABLE ASSET TO ALL

Enclosed please find express order for one dollar for my subscription to "The Shoe and Leather Journal" for another year. I hope you will pardon my delay in remitting. The year 1915 spells "economy" in all lines, but I have always considered you "Shoe and Leather Journal" a valuable asset, and again cheerfully forward my dollar for the same. With best wishes for your future success. Yours sincerely,

GEORGE E. WEGENAST,
Care J. S. McNulty,

Port Arthur, Ont.

UP TO THE STANDARD.

Enclosed please find one dollar in payment to my subscription to the "Shoe and Leather Journal." Your paper is up to a standard and not down to a price, and I wish you a very happy and prosperous year. Very truly yours,

JOHN W. THOMSON.

Buckingham, Que.

DON'T EXPECT TOO MUCH OF PATENT

The men or women who are unwilling to make purchases of patent leather footwear at their own risk, as far as serviceability is concerned, who choose a pair of patent leather shoes for any other reason than the attractiveness of the beautiful finish, ought to buy shoes of some other material, such as black calfskin, which can easily be relied upon to give satisfactory service during a considerable period of wear.

HOW MUCH FOR ADVERTISING?

"Yes, I believe in advertising, but how much money should I spend each year in publicity mediums?" This is a question that often perplexes the retail shoe merchant. The general opinion of the most progressive members of the trade is that five per cent. of the gross annual sales of the store is a fair appropriation for publicity. Frank A. Black, of Boston, who has given the subject of "Publicity for Retail Stores" considerable attention, declares that two per cent. of the five per cent. appropriation should be expended in newspaper advertising, for the ideal advertisement is like a newspaper—it interests and informs the people. It also builds up a list of customers according to its character, and these customers become friends of the establishment. They get into the habit of reading the advertisements daily. It is very necessary for them to do so in these busy days. It is also very necessary that they shall have straightforward and accurate information. Sensational advertising and intermittent advertising are of small value compared with regular daily announcements that are clean cut and convincing. Newspapers are the best medium for retail store advertising. It is best to put a strict embargo on advertising in pamphlets, school, religious and other special publications.

The publicity appropriation should pay, in addition to the advertising bills, the salary of the publicity manager, the expense of window decoration, cost of lighting windows, cost of the shopping department, and incidental charges. The publicity manager is a very important man in modern merchandising. In some stores, he has an influential voice in the general sales policy of the store. He says what is to be sold, rather than waits for the sales manager to tell him what to advertise.

There should be a well defined policy for the window display advertising. Each display should show something of the character of the store, and the goods it carries. It is not necessary that the window displays and the newspaper advertising should correspond. Often, it is better to feature in the windows goods that cannot be properly described in newspaper advertising. There should be in the window displays each week some dramatic novelty, to command the attention of shoppers, and to show that the store is right up to the minute in the selection of styles for its customers. Often a person may not see an advertisement of goods that he wishes, but he may see the desired goods in the window.

The shopping department is a new department of big retail stores. It is called the comparison department in some stores. Its work is to learn how the goods and prices in the store compare with goods and prices in other stores. It keeps the store informed of what its competitors are doing, so that the store will not make the break of advertising a line of goods as the very latest style when some competitor has advertised the same goods a week before.

The publicity department of a large retail store deals with a number of matters besides those of advertising. For instance, it keeps the clerks in the stores informed of what goods are being advertised, and what goods they should sell. By the way, in a first class store, the sales are planned several weeks ahead. When the advertising is delayed until the last minute it is often hastily and poorly prepared. The publicity department also takes care of some special problems that come up, such as those of returned goods. In some stores 30 per cent. of the merchandise that is sent out is returned. When it is returned, the store always suffers a loss. The merchandise has to be sold at a marked down price. Sometimes it is not salable at all. Steps are now being taken to correct this evil. The publicity department is informing customers of this evil, and is requesting them to co-operate in remedying it. The matter is a delicate one,

and must be handled with care so that the customer shall not be offended. Still another matter is that of credit accounts. They are many. Cash trade is to be preferred, of course. A means to encourage it must be found. Style, fit and service of goods are usually more important than price. If a person wishes an article of quality he is usually willing to pay a reasonable price for it. If he does not want it, he is not likely to buy it, no matter how cheap it may be.

THE BUILDER OF BUSINESS

There are two kinds of business men—the business getter, and the business builder.

The former sees only the immediate sale, and his energies are turned toward making the profit from it.

The latter has a view that extends far beyond the immediate sale, therefore plans for a large profit from the one sale, not so much as he does for giving quality and satisfaction which will form the foundation for future business.

The regular advertiser is always a business builder.

Not that the non-advertiser is always a business getter—indeed, the majority of business men who do not advertise are conscientiously careful to give all value they possibly can give under their obsolete method of marketing. Too often, however, their volume of sales is far below those of their advertising competitors, and as a result their cost of production is much greater per unit. To meet the marketing price of the advertiser they are obliged to deteriorate or cheapen the quality of their product.

The advertiser multiplies the demand for his products, while the non-advertiser adds to the demand for his—adds very slowly.

While the non-advertiser is not necessarily a business getter as a general rule, the business getter is a non-advertiser. It is well to bear this point in mind.

Let us turn a little logic on the subject and see why your interests are bound to be kept more in mind by the manufacturer who advertises.

We know that when a manufacturer advertises, regularly, he entails a considerable expense. We also know that few advertisements in an educational campaign bring enough immediate direct orders to pay their cost.

The object of this advertising is to obtain new customers on which an accumulative profit can be made through repeat orders. In this way the advertiser is reimbursed many times over the cost of the advertising, and he also creates a larger market for his products.

It is plain, then, that any advertising campaign, to be permanently successful, must be backed by a satisfaction given by the product advertised, and by honest business methods and service.

Advertising and good-quality merchandise, together, build a good reputation for a firm. And in the business world—as well as all others—a good reputation is a most valuable asset.

Eaton's Shoe Market, who will conduct a chain of shoe stores in Montreal, and have headquarters at 478 St. Catherine street west, have opened a new branch store at 567 St. Catherine street east.

THE MARKET AUCTION & SALES EXCHANGE

185 King St. East and 64 George, Cor. King and George Sts., Toronto

These rooms are open daily for the reception of Boots and Shoes, Leather, etc., for Weekly Sales by Auction or Private.

JOSEPH S. FRY, Practical Shoe Manufacturer and Auctioneer. Over twenty years trade and bank references; Toronto, ten years.



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

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
Robson Leather Co.
LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

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

MADE-IN-CANADA



"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.



Our New Catalog has just come off the press. This issue of our catalog contains a more comprehensive list of Arch Supports and other Foot Specialties than has ever before been embodied under one head. This little booklet will be a revelation to you. This catalog is yours for the asking.

When you are ordering Foot Correctives from your Jobber insist on having goods which bear this trade mark



and be assured of entire satisfaction. Every article is fully guaranteed against imperfections. Our Supports are not sold in drug stores or by any price-cutters.

We Sell to the Shoe Dealer Only.

The Canadian Arrowsmith Mfg. Co.,
LIMITED

Niagara Falls - - 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

We Specialize on
**GALLOON BINDINGS,
 TASSELS AND TRIMMINGS**

for Baby Shoes



Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
 Lincoln St., Boston, U.S.A. Everett

If

you want the
 best material
 and workman-
 ship ask for



No. 14—10 in. leg

**John Bull
 Larrigans
 and
 Leggings**

Made by

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

**Aird
 McKays
 and
 Turns**

Jobbers find that the Aird samples always contain the latest models, and they know that the shoes are made with a care that bespeaks expert shoemaking—the result is that every order which leaves the factory gives entire satisfaction.

Jobbers' Inquiries Solicited

AIRD & SON - MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

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STAPLE AND FANCY

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RUSSET SIDES AND SPECIALTIES

BAG
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BOOKBINDERS

HIDES ALL
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**GUARANTEE
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**UNITED SHOE MACHINERY COMPANY
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SMARDON SHOES

The retailer does not make the shoes
he sells.

Like the wearer he depends chiefly
on the reputation of the maker for
good value.

Thus, his own reputation is involved.

Most dealers who cherish their own
reputation welcome the opportunity
of depending on the Smardon reputa-
tion.

You take no chances.

Neither does the wearer.

SMARDON SHOE COMPANY
Limited

333-335 VISITATION STREET

MONTREAL, P.Q.

THE SHOE & LEATHER JOURNAL





A smartly designed range of
up-to-date lasts for Spring

Goodyear Welts For Women

HIGH CUTS

To Retail at \$4.00

Pumps
Colonials
and Oxfords

To Retail at \$3.50

No better style or value at these
prices can be obtained on the con-
tinent

PERTH SHOE CO.
LIMITED

Manufacturers

Perth :- Ontario



“Ritchie Service”

Vici Cushion Sole Boot

ONE OF OUR SPECIALS

Made
up to a
Standard
and
always
the
same



*THE
Ritchie
Shoe*

Only the very best of materials are used in the manufacture of our cushion insole.

For service, style and comfort this boot is in a class by itself.

The large sale proves the satisfaction it is giving to the wearer.

We will have this shoe IN-STOCK September 1st.

Write us today

The
John Ritchie Company
Limited
Quebec



REGAL SHOES



Regal Shoe Styles Suit Every Taste

A feature of Regal Shoes is the manner in which they keep step with every development in Shoedom. A retailer handling Regal Shoes can depend always on having shoes made with the latest lasts and most recent patterns to suit his stylish customers, while no shoe is made in such a range of "bread and butter" lasts as are Regals.

35
Regal
Styles
IN STOCK

Order Regal Shoes

IN-STOCK DEPARTMENT

Regal Shoe Co., Limited

102 Atlantic Ave.

Toronto, Ont.



Hawthorne's New Warehouse

Double the capacity of our old premises, in
the very heart of Toronto's wholesale district

27-29 Wellington Street West, Toronto



For this occasion we have gathered some very special offerings in seasonable goods that should be looked into by every buyer

Our staff of travelers will all be in during the Exhibition weeks, ready to meet their respective customers and see that their requirements are promptly attended to

Come and See Us!

We have a fine building, fully equipped with all the latest conveniences for storing and displaying Shoes, and a stock that every Shoeman will find full of interest and profit possibilities.

D. D. Hawthorne & Co.
27-29 Wellington Street West, Toronto

Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.

United Shoe Machinery Co. of Canada

122 Adelaide St. W.,
TORONTO

MONTREAL
QUE.

492 St. Valier Street,
QUEBEC





Discrimination must be exercised by the Shoeman buying Spring, 1916, Models, for he must be almost positive that every last will be popular and a profitable seller.

Retailers selecting their stock from Bell's High Grade Footwear for Spring, 1916, will insure themselves against slow-selling lines.

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"

To facilitate service to Canadian manufacturers we now carry in our Montreal Store, 152 Notre Dame Street West, a full line of

Shoe cloths and other shoe fabrics

Box cloths and Kersey cloths, etc.

Top facings of all kinds

Bindings of all kinds, either silk, mercerized silk or cotton

Braids for trimming or shoe bows

Ribbons of all kinds

Stay bindings, button webs, etc.

Canvas and other materials for white shoes

Our backing department at the same address is ready for cement work of all kinds up to 58 in. wide.

J. EINSTEIN, Inc.

NEW YORK
176 William Street

BOSTON
32 South Street

ST. LOUIS
321 North 14th St.

MONTREAL
152 Notre Dame St. W.

ESTABLISHED 1878

WATERBURY & RISING, LIMITED

E. L. RISING, PRESIDENT AND GENERAL MANAGER



MARITIME AGENTS FOR THE
CELEBRATED MALTESE CROSS RUBBERS

Gilby Scott Ltd Saint John, N.B. Aug 9th 1915
Fact out

RECEIVED
AUG 11 1915
Referred to
[Signature]

Gentlemen
It was a great pleasure to learn
you had received the name I suggested
and would have acknowledged your
communication only that I had gone on
a vacation trip into the country. I sincerely
trust that the new line will prove a
most successful one, and that in long
the name of Bernice will be known and
sought after from coast to coast;

Thanking you for consideration and wishing
you every success with new line I remain
Sincerely yours

Richard Swack

921

Women's Hand Sewed Welts NOW "MADE IN CANADA"

To make our service to the retail trade still more complete, we have added to our Women's Department a line of Women's Hand Sewed Welts.

This is the first time that a Canadian house has introduced this line, as, heretofore, Brooklyn and Philadelphia Hand Sewed Welts have had it all their own way.

Experts Engaged From Abroad

In order that the line shall meet all the necessary requirements we have engaged the exclusive services of several men who have had long and highly successful experience in this line, in the leading hand sewed welt departments of Brooklyn and Philadelphia factories.

New Equipment Installed

Everything in the way of new equipment required has been arranged for, and the new department will soon be in operation, producing a line of Women's Hand Sewed Welts equal to the best products of Brooklyn and Philadelphia—a line that will make ordinary shoes look crude by comparison.

And we shall be able to supply the new line at a price that will be well within the range of merchants desiring to handle this particular kind of footwear.

They're coming soon—in the great "CLASSIC"
Range. Watch for the "CLASSIC" Salesman.

GETTY & SCOTT, LIMITED

Makers of Fine Footwear for Women and Children

GALT

ONTARIO

The Annual Opportunity

for Shoe Merchants
visiting the great
Toronto Exhibition

Aug. 28 to Sept. 13



McLAREN & DALLAS

WHOLESALE DISTRIBUTORS OF BOOTS, SHOES AND RUBBERS
30 FRONT STREET WEST TORONTO

EXHIBITION SPECIALS

If you have been hesitating about seeing the Toronto Exhibition, you will find an additional reason for making the trip in the special "buys" we have arranged this year.

In all departments—leather, felt and rubber footwear—we are putting in some "specials" for the Exhibition weeks, that will appeal strongly to the keen buyer on the lookout for genuine snaps.

Remember—the merchant who achieves a distinctive success is **always** a man who **buys** well—who never neglects any available opportunity to secure a price advantage on reliable merchandise.

We cannot particularize here—a catalogue would be required to do the subject justice.

Come and See Them All

There's something here that you cannot afford to overlook.

McLaren & Dallas

WHOLESALE DISTRIBUTORS OF
BOOTS, SHOES AND RUBBERS
30 FRONT STREET WEST
TORONTO

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.

"LITTLE CANADIAN"

Misses' and Children's Fine Shoc.

"VARSITY BRAND"

Medium grade light shoe—McKay sewn and standard screw—Men's, Boys' and Youths'.

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.

"WITCH ELK"

Hunting and Sporting Boots

ELMIRA FELTS

English Slippers. The "Big Four" Brands of Rubber Footwear, Kant Krack, Dainty Mode, Royal and Bull Dog Brands.



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



McCREADY— Fashionable Shoes FOR SPRING 1916

Our travelers will soon be with you showing the most complete and up-to-date range of Spring Styles that have ever been put on the market.

Every season shows a step in advance for McCREADY SHOES and Spring 1916 is no exception.

Each shoe is built for a definite purpose, each shoe fulfils a definite style expression and gives 100 per cent. satisfaction.

Let the McCREADY salesman prove this to you.

McCREADY SHOES

Quality First, Last and Always



*THE
Professor*

PAT. NO.  119409
GOLD CROSS
SHOE



Doctors
ANTI-SEPTIC
SHOE NON
PAT 1906 1909 PERSPIRO

SPECIFY THESE BRANDS WHEN PLACING YOUR SPRING ORDER

Not only are the DOCTORS and PROFESSOR Shoes well known, but they also have features which will make many new and steady customers for you. Your customer, once he becomes acquainted with these features, will swear by these two famous brands.

In the DOCTORS SHOE he knows he gets comfort and appearance *plus* absolutely waterproof qualities in both sole and upper. He also gets an especially made sole that ensures an even foot temperature at all seasons.

In the PROFESSOR SHOE he gets the same comfort and appearance *plus* a patented cushioned inner sole that makes walking a pure pleasure.

Can you afford to overlook these facts when you are placing your Spring order?

**The Tebbutt Shoe &
Leather Co., Limited**
Three Rivers, Quebec

Wait for the Kingsbury Traveler

**KINGSBURY
AMERICA'S BEAUTY
CANADA'S PRIDE**

We are showing more and more varied lines of these brands than ever before.

Whether you want plain or strictly fancy lines, we can fill the bill. Every retailer who orders Kingsbury Shoes for Spring knows he will receive value plus the good will obtained by years of successful manufacturing, at a most reasonable price.

Order early.

**IF YOU HAVE NOT YET
JOINED THE RANKS OF
SATISFIED KINGSBURY
RETAILERS, DO SO NOW.**



Kingsbury Footwear Company

Specialists in Ladies' Footwear

LIMITED

Montreal

PACKARD'S

1916 LINE

Infants', Children's, Misses', Growing Girls', Little Gents',
and Youths'

URNS AND McKAYS

Our travellers are NOW
on the road with

NEW SAMPLES FOR SPRING

We have a splendid range in all the above lines.
They are PROFIT BRINGERS for the retailer.

GET THE
PACKARD SHOE
FOR THE
CHILDREN'S TRADE

L. H. PACKARD & CO., LIMITED
MONTREAL

ALWAYS SATISFACTORY

When you come to think of it, to say that a line is *always* satisfactory, is certainly a very sweeping claim. But in this case the line really does deserve it as every merchant will agree who has been handling



“ROYAL” & “BULLDOG” SPORTING SHOES

They are made absolutely right, from the most faultless materials that can be secured. No detail is considered too small to call for the most painstaking care. The result is, a line of sporting shoes that you can safely recommend to every customer, with the positive assurance that they will live up to the claims made for them.

OUR REPRESENTATIVES

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|---------------------------------------|-----------|-----------------|
| 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. |
| The 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

Aird McKays and Turns

Jobbers find that the Aird samples always contain the latest models, and they know that the shoes are made with a care that bespeaks expert shoemaking—the result is that every order which leaves the factory gives entire satisfaction.

Jobbers' Inquiries Solicited

AIRD & SON - MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited
NEWMARKET ONTARIO

You Are Invited

to make our warehouse your headquarters during your visit to the Toronto Exhibition.

Our travelers will be in the house to meet their respective customers, when we shall be offering a very large range of seasonable goods at specially reduced prices.

Our Annual Sale

has always proved advantageous to shoe merchants who have availed themselves of the special offerings then made. The same satisfactory experience is at your disposal.

We hope to have the pleasure of meeting you in our warehouse during the Exhibition Weeks.

WHITE SHOE CO.

48 YORK ST.

TORONTO

Two Minutes From Union Station



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, P.Q.



STABILITY

No matter how extensive your Rubber Footwear requirements may be, we have an unrivalled experience, unequalled resources, and the financial stability to handle your order with maximum efficiency.

And, furthermore, what is equally true — no order is too small to warrant our prompt and careful attention.

Our line-up is complete, our quality is unexcelled, and our prices are right. Let us show you what we can do.

IT IS OUR DESIRE TO SERVE YOU



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada



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Spring Styles Conservative in Character and Design

Extremes Have Been Avoided and While There are Several New Patterns, all Bizarre Effects of Last Season are Eschewed—What Leading Firms Think Will Sell Best During the Coming Period—Normal Sane Lines Observed on All New Samples

These are busy days in the various Canadian shoe factories, with travelers preparing to start out on their spring trips, engaged in gathering together lines of samples with which they hope to go out and conquer.

Although, up to the present, the majority of manufacturers state their spring lines are incomplete, every day sees them nearer perfection, and by the time this is read many of the travelers will already be on the road.

The general opinion among roadmen is that placing this coming season will be much better than it was last fall, and for this reason all are looking forward to fairly good trade.

For the spring 1916 season, although there are as usual different changes in lasts and patterns, no extremes are reached, and it is the general opinion, although no one cares to make definite statements, that a quieter tone will prevail during the next style season. Manufacturers will not prophesy. As a leading Montreal maker of stylish footwear says, and expresses the general view, "In past years we have very often said, 'Well, such and such a line is going to take,' and 'This style here is going to be very popular,' or made some other such prediction only to find that the very lines we thought would sell were dead issues as far as the popular demand was concerned. This season, therefore, I am not making any predictions, and in making up my samples am practising what I am preaching, namely, going cautiously until I get the lay of the land.

The above view is the one taken by a great many manufacturers and expresses pretty much the state of their feel-



MEN'S PATENT BAL, GREY SUEDE TOP, PATENT EYELET STAY, 8-8 HEEL—BY JAMES MUIR CO., MAISONNEUVE.

ings. Naturally one goes to their samples to get an idea of what will be shown, and from general indications the spring showings denote a tendency toward sensible styles rather than toward fancy patterns and lasts.

In leathers dull calf will, as usual, get the strongest call,

glazed kid will also have the usual demand, and in women's footwear patent leather, in the estimation of most makers, will continue strong. As for tan, there is a good deal of debate as to whether it will come back to any extent or not. Some manufacturers will tell you signs point to a return to some



WOMEN'S PATENT LACE, BLACK CLOTH TOP, WHITE PIPING ON VAMP AND FOXING, LOUIS HEEL, FANCY CUT TOP.

degree at least on tan, in men's lines particularly, while other say they will be just as dead as ever. Certainly there are more tans being carried than was the case last season.

The Men's Lines

What one notices most, more in the women's lines of course, is the lack of colored cloth tops in the spring samples of every Canadian shoe house, both jobbers and manufacturers. While there will still be a large number of cloth tops worn next year, they will certainly be of much quieter tone than the majority of samples carried by travelers during the fall season. In men's foot toggery, while it is impossible to say there is not plenty of variety, still it is noticeable that the varicolored cloths are absent altogether. Black and dark colored tops are plentiful, though leather tops hold sway. Bals are becoming more popular each season, especially in higher grade shoes, while in the medium price article, the blucher continues to be the seller. Low heels are being shown prominently and the flange effect is frequently seen. Medium and narrow toes continue popular and lasts for spring are, if anything, more neat and plain than ever before. A foot-fitting shoe is what appears to be demanded this past season or two, in men's footgear, and the plain, clinging last is becoming more in demand every day. Patterns, the more plain the better, and the same quality in leathers, are asked for.

Manufacturers, therefore, are acting accordingly and supplying this demand.

In Women's Lines

Conservative makers of women's high grade shoes state they are eliminating altogether side and back lace patterns in the spring showings. As is the case in the men's lines, colors will be shown in moderation. In fact, they will be hardly seen at all, and those tints and hues that are carried must be quiet in tone, or they will share the fate of the 1915 colored varieties. In lasts there are changes, but none very



MEN'S MAHOGANY TAN BAL., RECEDING TOE, LOW BROAD HEEL, PERFORATED TIP

pronounced. The fairly short vamp remains popular. Medium high toes in the lower priced women's shoes will have a large demand, while in the more expensive lines the narrow, round and recede effect is becoming more pronounced. Heels will go no higher this season, and the Louis and half Louis will be as popular as they were last year. In buttons, nothing even approaching gaudiness is seen, just as is the case with colored tops. In fact, it was the loud, colored top that serves to introduce novelty button effects, and, as was said earlier in this article the latter is a dead issue.

One of the most striking features of the 1916 showings is the undoubted increase of popularity of rubber sole shoes both for men and women. Wholesale houses handling rubber heels and soles state they are selling just as many as they can supply. In white canvas goods, which are becoming tremendously popular, and in fact on a great many ordinary leather patterns, rubber soles and heels are used much more extensively than formerly.

Children's Styles

It was not so very long ago that there was no such thing as children's shoe styles. This day has passed, however, and the manufacturer of footgear for the juvenile trade must carry just as complete a line as the maker of shoes for adult feet. As is the case with the grown-ups, no radical changes are seen this season in the children's lines. Lasts remain pretty much the same, though if anything, they are more finished this season. There are some mighty neat lines shown for the juniors, and every year shows an increase in the attention paid to this branch of the footwear trade. The nature-shaped last is as popular as ever with the kiddies. In the boys' and misses' lines practically no difference between these and adult lines can be noticed. As was the case last season, the square-toed nature shaped last is frequently seen and signs point to its having a big season again. New lasts are being shown in boys' shoes carrying the medium round toe and low heel.

In footwear for smaller children, colors will remain about the same as last season, though some manufacturers of children's shoes state, as is the case with the adult trade,

colors will be modified in the smaller people's lines. A considerable demand is being shown for cravenette and vesting tops. The reason for this is the neat and rich appearance such a shoe makes, and owing to the scarcity of leather it becomes all the more popular. Patents, it is expected, will prove very popular in children's lines, and a large number of samples of this leather are being taken out by travelers. Rubber soles and heels also seem to be coming into popularity with the little folk. A shoe of this type is ideal for the young ones, and manufacturers state they wear longer than leather.

Pumps and Colonials Strong

Naturally the spring season is the time when pumps and colonials are seen mostly. This spring, however, there is an unusually large number of low-cuts being sent out by the different manufacturers of women's shoes. These are all of neat design with plain effects. Small ornaments and plain straps or bows hold sway. Tops are being cut about 6½ to 7½ inches in height and heels range from 8-8 or one inch to 15-8, though they are seldom shown this season any higher. Patent leather, of course, will get the big run in low cuts, although there will be a big call for dull finishes and suedes will no doubt receive quite a demand. The short vamp will be seen most frequently and a narrow round or recede toe is most frequently used. One eastern manufacturer of women's high grade footwear is showing a particularly neat pump last, which he states is the prettiest thing he has ever seen in this style of shoe, so nearly does it approach the ideal. The pump referred to is a most dressy last, barrel shaped in the forepart, carrying a 2-inch heel. The toe has a sloping effect which makes it unusually pretty.

A General Summary

A general summary shows that, taken all round, no startling changes will be made in either the men's or women's lines for spring, 1916. As is usually the case changes are of a minor nature. Vamps in the women's lines are, if anything, a little longer for spring. Generally speaking, lasts have become more staple and this, in the opinion of most, is going to act to the benefit of the retailer. In the men's lines, the big seller is going to be the medium round toe and with the better class of trade the narrow recede toe. It is noticeable



WOMEN'S PUMP, PATENT FOREPART AND FOXING, WHITE KID TOP AND TAB, SMALL ORNAMENT, LOUIS HEEL.

that during the past season or two, the medium class trade are calling for a shoe built along better lines than they were formerly content with.

Spring 1916 samples certainly are ahead of those shown for spring 1915. All the spring and summer styles presented by the various manufacturers of Canada reveal snap, style, graceful lines and attractive appearance combined with high grade workmanship. More variety is being shown this season and this is saying a whole lot for the trade in this country. Manufacturers are looking forward to a busy season and with the gradual elimination of

(Continued on page 37)

How to Buy Right and Keep Down Your Stock

Experience Should be a Good Teacher, While Judgment, Decision and Instinct Have to be Exercised—Good Buyer Has Bird's Eye View of His Stock at All Times—"Want" Book is Most Valuable Thing—Some Timely Suggestions

By A. E. EDGAR, author of "How to Advertise a Retail Store"

There are more problems that confront the merchant when he comes to buy his stock than in any other part of his business. This may seem to many as a pretty strong statement to make, but in the course of this article it will be fairly demonstrated that the statement is true.

When the merchant sets out to lay in a stock of merchandise he must at the very start determine just the class of goods his customers will demand. This can be only guessed at although there are many logical conclusions that can be drawn from the local situation. The class of customer that is likely to trade at the store can be closely approximated, and the amount of trade that can be secured fairly accurately estimated. But after all is said and done, the merchant has to guess at a great deal and should feel his way very carefully in consequence.

But it is to be presumed that the merchant has already purchased his opening stock, he has done some business, he has met his customers, he has to a certain extent ascertained their demands. He is, therefore, posted in a measure as to their possible needs.

He meets the problem of changing demand every day. That phase of the situation must be considered in every purchase.

Changing Policy to Meet Conditions

The merchant may start out to handle only goods of a certain grade and find that the demand for that grade is not sufficient to keep his business in a healthy condition. When this happens he must change his buying policy to meet existing conditions. It is possible for a merchant to gradually educate his customers to purchase higher grades of merchandise but that is a matter of time. It cannot be accomplished in a few days or months. It will often take years of patient, educational work to secure a higher class of patronage.

One of the hardest things for the merchant to overcome in buying is the desire to give the customer the greatest value for the money. This statement should not be taken literally, but with the following qualifying ideas. A merchant should not presume to determine for his customer

Norman Clarke
Miss M.G. Stevenson
Miss B.N. Irvine
Miss A. Fyfe
Miss G. Call
Miss G.M. Parkinham
Miss S.C. Fussell
Geo. D. Lloyd
W.J. Drysdale
H.P. Bonnick
W.H. Stagg
K.H. Partridge
E.W. Kibber
Wm. P. Smith
F. Paulkner
e. Armstrong
A.J. Hand
J. Watt
Accountant
H.W. Pearson
Manager
J.H. Hutchinson
W.E. Snelling

AMES HOLDEN McCREADY
Limited
TORONTO BRANCH

the value of an article. If a customer demands one standard of value the merchant must consider that standard and not another in buying his wares. Take as an instance an article having a style value as well as an intrinsic value. It is often possible to purchase merchandise lacking in style value that has a very high standard of intrinsic value, and often in order to get style value the intrinsic value has to be taken as a secondary consideration. It will be seen from this explanation, then, that the merchant must not allow a sense of quality to overcome his judgment in buying. Selling value should be considered of the first importance, every other quality being subsidiary.

Determining Selling Values

Selling value may be determined by the popularity of the article, style, or what not. If the article has a high selling value, a large demand, the merchant is safe in handling it freely and in buying it in liberal quantities.

After the merchant has settled upon what to buy he must then determine when to buy. In every business there are goods that will sell only at certain seasons of the year. There are goods that sell all the year around but that sell better at certain well defined seasons. And there are goods that must be sold within a certain time of their receipt or loss will result from spoilage. These things have their influence upon the merchant in buying different classes of goods.

There are other classes of goods that have to be purchased a long time ahead of the demand. Here the merchant has to use a great deal of judgment. He should have as clear an idea as possible of the quantity he can sell. This may be based upon past experience when he has had such an experience. But he should also know the tendency of the market. If he has sold a certain article for years and all at once there has been apparent upon the part of the customer a hesitation to accept it, he has his warning. The article may be as good as any hitherto produced, and of well known standard make, and yet become a drug on the market. Outside influences have a great bearing on lines at times. A similar article may be placed on the market with an additional selling value, it may be slightly better, it might be put up more attractively, it might be advertised more extensively, and every sale of the new article may cut off a sale of the old. Merchants have to guard against such things as this when buying.

The Elements of Value

Every article presented to the merchant by the wholesaler and manufacturer has some of the following elements in its make-up. If it has not, the merchant had better not stock it.

1. It should have as much dependable intrinsic value as the state of the wholesale markets will afford.

2. The style of the article is correct according to the latest vogue; or, the package has all the elements of being the best obtainable.

3. It must be such as will appeal to a large enough number of the regular patrons of the store to make it profitable to handle it.

4. The price asked for it must be fair and terms satisfactory.

5. The price it will sell for must net a fair profit for the merchant. There are many lines a merchant must stock that do not render him a fair profit; such lines should be handled gingerly, sold as less frequently as possible, while other lines bearing a better profit should be offered in their place

6. Some articles must be bought to complete the stock. These are lines that do not render a sufficient profit, lines that are little called for but usually stocked and lines upon which with a little efficient salesmanship, an added profit will be made.

7. The article must have selling value, it must appeal to the customer.

Have You Buyer's Instinct?

There is something in some men that makes them better fitted for buyers than others. For want of a better expression this is termed the "buyer's instinct." When a man has this in a high degree he is usually termed a good buyer. But even this mental qualification will not take the place of knowledge of goods and prices. It may determine the best lines to buy because they will sell best, but even these must have some value or in time the store will lose its trade.

A knowledge of goods and values can only be had from constant contact with the lines handled. A careful merchant will take cognizance of all quotations and keep posted on prices from all sources. He will figure out what different terms mean, which discounts are advantageous and which are merely a snare.

The good buyer must have a bird's-eye view of his stock all the time. Unless he knows what is in stock he is sure to over-buy, or under-buy, which is just as bad. No matter how good a buyer a merchant is, no matter how close a price he can secure, no matter how much he knows about goods and their selling values, it should be remembered that he cannot sell them until he buys them. There is no profit to be derived from buying until the goods are actually sold and paid for. Having the goods on the shelves will never produce a profit. They must be sold before a profit accrues.

Buying Too Many Kinds

The average merchant buys too much. He buys too many of a kind and too many kinds. But the greatest evil is in buying too many kinds. In some lines of goods there are hundreds of competing brands, every one of which is some different and which has some particular point of excellence. The merchant who tries to buy all of these will soon find his cash drawer empty and his shelves full. He must make his selection from the large number and make that selection as narrow as it is possible to make it, his profit depending in a great measure upon his ability to make the selection very narrow, indeed. Competing lines, competing styles, competing brands all mean larger stocks and less frequent turnovers, which mean smaller profits.

One writer on business topics says a merchant should have enough capital at starting to pay cash for all the fitting of the store, to pay for at least half of the opening stock and then have enough money left to pay the first month's expenses. He may be right and if he is not he is not far from right. Any business should do enough trade to make it possible for the merchant to pay for all goods when due. If the merchant has to borrow money to finance the business he is sadly handicapped. It is far better policy to so buy that the stock will turn over as often as the bills come due. The buying should be governed by this. Make the amount of stock purchased correspond as closely as possible to the turnover and the profits are increased.

Slow moving stocks should be touched as lightly as possible, the number of such lines should be kept to a minimum and the amount of stock of each of such lines as low as possible. Quick moving stocks, on the other hand should be stocked more liberally and every possible discount secured for quantity buying.

Selling Shoes by Means of Bright Newspaper Ads.

Why Some Announcements in Print Never Pull Any Business—Brevity With Clean-cut Expression of Ideas is the Most Acceptable and Satisfactory Method—Attention Value in Advertisement Corresponds to the "Approach" in Personal Salesmanship—Effective Illustrations, Catchy Descriptions and Prices

It is only reciting a commonplace idea to say that an advertisement must be read by a prospective customer to have any selling value. It may be inserted in the most prominent part of a newspaper, and be of no value whatever, because the only readers of the advertisement were not at all interested in the articles advertised. Or, as is more often the case, it lacks salesmanship value.

An advertiser ran an attractive piece of advertising in French. The style of the display was the same as previously used, the cuts were the same, the only difference between it and the other advertisements being used was in the language of the text, which was French instead of English.

A day or two later a friend met him and asked: "Don't you think it a great waste of money to print a French advertisement in an English paper, not one in a thousand is likely to be able to read it?"

"I thought it would be a change. A great many people have spoken to me about it," replied the advertiser.

"That doesn't prove the advertisement of any value, though," advised his friend.

"No, I suppose not. How did you like the advertisement I used the day before? Did you like that one better?"

"I guess I missed that one. I don't remember seeing it," admitted the advertiser's friend.

"Well, how about yesterday's? How did that one strike you?"

"I haven't seen that one yet. I missed last night's paper," stammered his friend, excusing his neglect by a promise to look it up.

"I guess I'll have to run some more French advertisements," was the advertiser's dry remark. "Perhaps you'll see them."

Something Out of Ordinary Attracts Attention

This incident is quoted because it shows conclusively that it requires something out of the ordinary to secure the attention of a majority of the readers of a newspaper. It is not given as proof that freakish advertisements are valuable. An advertisement must have attention value, something about it that will attract the attention of the possible buyer, but it must have selling value as well.

Attention value is very desirable, but it is of questionable value when the attraction is so freakish that it detracts from the meat of the advertisement. Some of the older advertisers will remember when it was no uncommon thing to see an advertisement inserted in the newspapers upside



BRIGHT ILLUSTRATIONS USED BY WIDE-AWAKE SHOE DEALERS IN ADVERTISING OXFORDS

down. These topsy-turvy advertisements were meant to attract attention to the advertisement and through curiosity secure a reading. The folly of this is recognized to-day, and one sees very little of that kind of attention value attempted in the modern newspaper.

Attention value can be secured in many ways. Perhaps the most important of these is in the display of the advertisement. Distinctive borders isolate an advertisement from the many others appearing in the same paper and secure attention for that reason. Distinctive displays serve the same purpose. Even freakish displays serve at times, but are not of lasting value.

The headline of the advertisement should be relied upon to secure the attention of the reader more than any other one thing. The headline of an advertisement should attract because it should tell what the advertisement is about.

The newspaper furnishes the advertiser with a great lesson in display, and it is a great wonder that more merchants do not see the lesson placed before them every day. A glance at any paper will show that the most important item of news is placed in the most conspicuous place in the paper, on the front page. The headline announcing the news is spread over the whole page, if the news is of enough importance. In fact, this furnishes an easy method of finding out whether there is any important news or not, because the headline will indicate that.

Getting the News in Headlines

Very few people read the modern newspaper from beginning to end. The number of pages has been so multiplied that it is an impossible task. Many people never open the pages of certain sections at all, not even to read the headlines. People have less time now to read newspapers than formerly, and those who have the time get too many papers to read all of them. So that now-a-days, people are headline readers more than ever. The vast majority of people who sit down to read a newspaper first turn to their favorite section. This may be the news section, the woman's page, the sporting page, the financial page, or what not. They read the headlines first to see what else they wish to read. When a headline indicates that the item will interest them they settle down to read it, and in this way they jump from one item to another, reading the most important of them first.

It is safe to say that the advertisements of a newspaper are read largely from the indications of interest they give. The headline very often attracts the eye first of all. Or, it may be an illustration that first greets the eye. But in all cases the headline should indicate the most important point in the advertisement to the greatest number of possible customers.

When an advertiser appears in every issue of a newspaper the readers of that paper become familiar with the advertisement's appearance. If it is of a store that sells goods the reader uses it is likely to secure attention. If the reader cannot use the goods offered for sale, or has no interest in the store, it is of little value to the merchant to have him read the advertisements. They must be read by possible buyers to produce results. All other readers are of no concern to the advertiser.

Secure and Rivet the Attention

The headline should be terse and interesting, having some influence that will rivet the attention after securing it. Very often a headline in combination with a picture that illustrates the article, or some feature of it, or some use it can be put to, will hold the reader's attention long enough for him to absorb the message the advertiser intends to convey. The headline, therefore, is of the utmost importance and should be given the greatest consideration.

Attention value in an advertisement corresponds to the "approach" in actual salesmanship. The attention of

the prospective buyer must be secured before any interest can be manifest in the proposition.

The size of the advertisement has a great influence upon a great many readers. They believe the importance of the message is in proportion to the size of the space used. But, after all, it is only a first impression, and although first impressions are often the deepest, unless the advertisement creates a desire for the article to be sold, or at least a favorable impression in the mind of the reader, the size of the advertisement has no value whatever.

It requires greater ability to compress a message into a few inches than to spread it over many. Hence the difficulty in making small spaces bring results. But the constant advertiser has a greater chance for getting results from his small advertisements than the occasional advertiser has from his large spreads.

Advertising in a Specific Way

An advertisement that advertises some specific article has more chance for making sales than one that mentions a line in a general way. Suppose a salesman should greet a customer with the remark, "Our stock of shoes is the greatest in Westchester county," or, with the statement, "We sell groceries for the price," in answer to the customer's request for information along a certain line. That is what many advertisements are doing constantly. The possible customer is asking for information about cheese, perhaps, and the grocer is telling him that his groceries are the freshest. Or, perhaps, the customer wants to know about a particular new style of shoe and the merchant is harping upon the size of the stock.

It is not possible for a merchant to advertise separately and singly every article he has in his stock, but he can pick out articles that will stand as a type of that particular line of his merchandise. In this way he can cover the greater part of his stock periodically.

A salesman in selling an article displays it to the best advantage. He handles it in such a manner that a greater value is given it than it apparently has. He holds it up to the light to show its best points. He speaks of it in such a manner as to reveal its value, or rather, he impresses its value upon one by the manner and tone of his spoken words, as much as by the thoughts the words convey. And above all, in nearly every instance, he quotes the prices with a wonderful emphasis upon its fairness, if not upon its actual lowness.

What the Words Must Convey

Printed salesmanship must secure the same results without the intervention of the salesman, unless we consider the advertisement writer as the actual salesman. The words printed must convey the thoughts that the tone of voice of the salesman does. The description and the illustration must take the place of the actual display of the article for sale. The price must be quoted so as to convey the impression of its fairness, of the desirability of the article on account of its low price. The advertisement must create the desire in the mind of the reader instead of the salesman.

The actual amount of salesmanship put into the advertisement determines its value to the advertiser. If it secures the attention of a great many readers who absorb the message, who are influenced to such an extent that a desire to buy has been created, the store will be besieged with buyers for the articles advertised. No advertisement can do more than that.

There can be little salesmanship in an advertisement that is intended merely to keep the name before the public and there is practically no value in that kind of advertising. There is more value in advertisements intended to bring the store service to the front, or to exploit the business as one of established worth. But the advertisement intended to sell goods must be of the printed salesmanship order.

Style as a Factor in the Development of Shoe Sales

The Baneful Effect of Too Frequent Changes—When Style Competition Reaches a Certain Point it Creates Conditions That Re-act on Manufacturers and Retailers Who Meanwhile Have Not Adjusted Their Business Policy to the New Order of Things

A few years ago the making and selling of footwear was a rather matter-of-fact business.

Quality and price were the chief competitive factors. Retailers that dealt direct with manufacturers placed orders from two to six months in advance for 90 per cent. of their season's stock. New style ideas were introduced each season, but they consisted mostly of a few well-defined changes in lasts, patterns and materials. The volume of business was done on what the trade termed staples.

One day some enterprising manufacturer saw selling possibilities in the appeal of novelty styles, and then style competition began.

There are still a good many people in the country that prefer comfort and wearing quality to style in their footwear, but the style idea has developed a big consumer following, especially among women.

It is a unique situation when manufacturers of merchandise do not know what styles to produce and retailers have no knowledge of what styles to buy, says R. E. Dildine, who has had an extended insight into the merchandizing of shoes, in a recent article in *Printers' Ink*.

Such a condition now exists in several trades, and notably the shoe trade. It constitutes a problem that is both serious and far reaching in its effect.

The subject of style as a factor in sales development has a wide appeal, because the style influence has become potent in a surprisingly large number of industries. Some of the most important are:

1. Wearing apparel of all kinds.
2. Raw materials and manufactured materials that are affected by style influence in wearing apparel.
3. House furnishings—all kinds, such as furniture, rugs and carpets, wall papers, draperies and curtains, fixtures, dishes, glassware.
4. Luxuries, such as automobiles, musical instruments, sporting goods.
5. Utilities, such as watches, eyeglasses.

Style influence dates back into past centuries, but style competition is a development of modern times. It has grown more rapidly in some lines than in others and in wearing apparel, particularly, it has become a powerful factor.

Style Conditions Disturbing

The experience of various industries in that field shows that when style competition reaches a certain point it creates conditions that react on manufacturers and retailers, providing they have not in the meantime adjusted their business policy to the new order of things.

Thus it is that the shoe trade now has a style problem. Style, the business servant, has temporarily become the master. It appears that the style appeal in selling footwear has been overworked to the detriment of the trade. New styles helped to create business, but too many styles and too frequent style changes have clogged the wheels of distribution. The result has been higher selling cost, profit losses and in some cases even bankruptcy.

As a matter of fact, the shoe trade has caught the same

variety of style measles that some trades have had and that others are likely to acquire.

American shoe manufacturers have been indulging in a style spree of several years' duration. From a trade stimulant at first, it has developed into an expensive and demoralizing debauch, that is reacting not only on the manufacturers but retailers and consumers as well.

Retailers are getting tired of it and are expressing their displeasure rather emphatically to manufacturers and their salesmen by adopting extremely conservative buying methods.

Manufacturers are seeking some means to remedy this condition, but they have started something which apparently they can neither stop nor control.

Reaction Creating Costly Changes

The present situation is the result of aggressive competition on the style appeal and subsequent lack of control of the style element. A reaction is creating costly changes in methods of production and distribution.

Recent estimates by well-informed shoe men indicate that fully 50 per cent. of the current sales in women's footwear may be classed as novelty styles. The style influence is also growing nearly as fast in regard to footwear for men and children.

The end of this style movement is not yet in sight.

It is proving objectionable to the shoe trade, not because of any prejudice against style in itself, but because the



GORDON C. YEARSLEY, TORONTO, THE GENIAL MANAGER OF THE TORONTO WAREHOUSE OF THE MINER RUBBER CO., WHO IS ABLE TO BE AROUND AGAIN AFTER UNDERGOING AN OPERATION FOR APPENDICITIS.

style element has got beyond the control of the trade and made the shoe business highly speculative for all branches.

There is no definite style trend and no fundamental

origin of shoe styles, at least none that the trade as a whole has been willing to accept as such.

Every manufacturer is his own style authority, and they all seek to create styles.

The result is overproduction of both variety and quantity and a big economic waste. Literally thousands of styles are created and offered for sale each season, only a few of which meet with the favor of the buying public.

Manufacturers not only compete with each other in trying to produce something original, but they also feel pressed to offer everything that their competitors show in their sample lines.

Showing 1577 Distinct Styles

One leading maker of women's shoes is now showing 1,577 distinct styles in his fall line. He says that about 350 of these are proving good sellers up to this time.

This manufacturer employs nearly 50 salesmen, each of whom must be provided with a complete line of samples. His sample investment has averaged about \$30,000 a season for the past three years, and it has increased to \$38,000 this season. Only about 20 per cent. of that investment is productive of business on a paying basis.

The salesmen pay excess baggage on a large number of surplus samples and waste considerable time and energy in handling them.

If the waste ended there it would be comparatively insignificant, but it doesn't.

Many manufacturers carry stock, some from choice and others because they have felt forced to do so by the changed buying attitude of retailers.

Shoes for stock must be made in advance of actual sales, and that involves a gamble on future demand. It is not even a good sporting proposition, because the percentage against the manufacturer is almost as definite as the rake-off in a poker game.

The retailer's problem is much the same as that of the manufacturer. He is urged to buy in advance of demand, which he should do in order to insure timely deliveries.

He also must gamble on the styles that he buys, and if he makes a bad guess he loses in proportion to his error in judgment.

The consumer is allowed to perform the functions of both judge and jury on shoe styles.

The verdict is usually emphatic and often disconcerting.

Demand a Matter of Guess Work

Not until the retail selling season opens is the vogue in footwear indicated, and then it may be short-lived.

The retailer who has guessed right reaps a harvest. Those who made a bad guess besiege manufacturers for the popular styles and dispose of the "lemons" as best they can.

Before the shoe retailers of this country sensed the danger of this style competition many of them accumulated large stocks of unsalable footwear, and the retail trade generally is heavily overstocked to-day. That means capital tied up in greatly depreciated values, shrinkage of net profits, difficulties in meeting obligations and restrictions of credits.

Current opinion that is given credence by well-informed men in the trade indicates that 80 per cent. of the shoe retailers in this country are insolvent, or would be if forced to liquidate their stocks now.

This condition creates a very serious problem for manufacturers. The credit phase of it is bad enough, although not the most important feature.

To minimize the speculative element in buying, retailers have simply emulated the example of the proverbial ground-hog when that animal sees a warning shadow.

They defer placing orders for future delivery as long as they can with the hope of being able to use better judgment in the selection of styles. Even then they buy conservatively and depend upon re-orders to supply the bulk of their de-

mand after the nature of the demand becomes well defined.

The result is an alternate feast and famine of orders for the factories, which greatly disturbs the established system of production.

These tendencies make higher costs of production and distribution inevitable.

The Disturbing Mid-season Models

The worst feature of the whole situation remains to be told. It is the production of mid-season styles.

For example, when the past fall and winter selling season opened, the demand in women's foot wear showed strong evidence of concentrating along certain definite lines. Fundamentally the vogue was for buttoned boots in a limited variety of patterns and materials. Manufacturers and retailers had reason to assume that the call for these styles would continue throughout the season. Such, indeed, would have been the case but for the aggressive spirit of style competition that has become such a factor in shoe merchandising.

A new shoe style is born every day, it is said. Most of them appear and disappear with only a limited introduction to the general public. But out of the many a few find favor with the ultra-fashionable, and a new trend is thus started.

Such was the mid-season vogue for lace boots that caught the trade unprepared last winter. And now, when dealers are prepared to fill the customary demand for low effects, we are told that numerous women are buying, for summer wear, new types of light, airy boots that have been created and forced on the market within the past 60 days.

In weather forecast parlance the shoe style trend is always variable and every shifting wind leaves disaster in its wake.

The Short Life of a Shoe Style

There are no mortality records by which the trade can anticipate the life of shoe styles. Some of the most promising never get a good start, and nearly all die suddenly and unexpectedly when something new takes hold of the public fancy. That always means a scurry to get out from under. Both manufacturers and retailers unload quickly and without great regard to price or profit, if they are wise, for there is nothing less salable than passé styles of footwear.

Everyone in the shoe trade agrees that a serious style problem exists, but opinions differ when an attempt is made to fix the responsibility or to suggest a remedy. Even the shoe-trade press is divided on this point. Retailers are inclined to blame the manufacturers and the latter say that the average dealer is short on efficiency in buying and selling. These claims and counter-claims are no doubt based on some degree of truth, but it is difficult to fix responsibility and broad-minded men are more interested in finding a solution to the problem.

Inquiry brings out the fact that a similar problem exists, or has existed, in other lines of trade. A broad viewpoint of this style question will therefore be of general interest. It may help to point out the fundamental weakness of style troubles and suggest the logical remedy.

[Mr. Dildine's article covers a number of articles affected more or less by style changes, and in summing up the situation he says:]

"Each trade must solve its own problems in its special way, but I believe that these ways must include the standardizing and stabilizing power of consumer advertising."

R. F. Foote, general manager of the Independent Rubber Company, Merrittton, has returned from extended business trips to both the East and West. When on the latter journey Mr. Foote took occasion to pay a visit to the Panama-Pacific Exhibition.

How Ordinary Shoe Store Stocks Depreciate in Value

Wear, Tear, Passage of Time and Change of Styles Cause Loss—How Depreciation Can be Avoided in Part by Methodically Kept Records, by Careful Buying and Properly Appraised Inventories—A Scientific Analysis

Shoe retailers who make practical use in their business of modern systems of shoe store accounting will find much to interest and benefit them in a bulletin upon "Depreciation in the Retail Shoe Business," recently issued by the Harvard School of Business Research, Cambridge, Mass.

The following are excerpts from the principal discussions on depreciation contained in the bulletin. Copies of the complete issue may be had by writing to the school.

"Depreciation is a loss in value due to wear and tear and the passage of time. In a factory, machines and tools wear out, and they also become less valuable as they become more old-fashioned. In a store, stock not only becomes shop-worn, but also goes out of date. This latter loss is less obvious than the other because it is a loss not of matter but of value. It is, however, inevitable. Depreciation is taken into consideration in determining profits either directly, with measurement in separate accounts, or, as at present, in the majority of retail shoe stores, indirectly and without measurement. In the latter case, depreciation is taken either by a reduction of inventory, without showing the amount of reduction, or by clearance sales, which reduce the gross sales and consequently gross profits, without showing the amount of reduction.

How to Avoid Losses

"Loss from depreciation can be in part avoided by careful buying, guided by carefully kept stock records. Even then, however, the caprice of fashion, with the passing of styles, or an unforeseen local change in sizes demanded by the dealer's customers, may result in a 'bad buy'—an 'unlucky season.'

"A summary of this whole discussion of depreciation in mercantile business is:—(1) After an allowance for depreciation has once been adequately made, so long as stock is of the same average age and of the same value at billed cost, no further allowance becomes necessary—for the stock is maintained at the same ratio of cost to value, and the item of depreciation on the statement is not a cost but a mere deduction for what has been entered, for convenience, above actual value, in the gross inventory.

"(2) If stock has grown older, a higher rate of depreciation should be used, and the increase will be a new cost.

"(3) If, on the other hand, the stock is less old, a smaller percentage of depreciation will be required, and the decrease will be a gain. In this case, the profit of the business is partly in what was received from sales and partly in a greater value on the shelves for the same billed cost—a less depreciated value.

"(4) If the stock has increased, more goods are depreciating, and unless the increase was made at the end of the year (in which case the average age will be less and the preceding case will apply), the same percentage as before will be used; but since it will be used on a larger amount the depreciation will be more and the increase will be a new cost or loss, taken out of the merchandise inventory.

"(5) If the stock has decreased, the old percentage applied to a small stock will give smaller depreciation, and the difference will be a gain—realized through a lower cost of merchandise sold.

Depreciation on Stock Carried Over

"If, therefore, as has been seen, depreciation in a mercantile business operates most heavily in the first few months of that business, then a fairly high percentage of depreciation on the first inventory and on subsequent increases only, over the value of that inventory is in accord with the

facts. . . . Furthermore, in some ways in the first year of any business a higher rate of depreciation can be afforded since no old stock is carried into the business and hence, as only new goods are to be sold, there will be normally fewer mark-downs. So stock carried over for the first time into the next season should be well depreciated. The periodical additional cost of depreciation thereafter will be small, as only increases in value or in average age call for new allowances for depreciation. This is conservative and correct and makes a solid foundation for a dealer's business.

" . . . The appraisal method if not employed regularly should certainly be employed occasionally, to see that the percentage of depreciation customarily used corres-

THE ROYAL SHOE CO., LIMITED Manufacturers of Royal Shoes

SOLE AGENTS FOR

"Sorosis" Shoe for Ladies " Nettleton" Shoe for Gentlemen

TORONTO, April 8 1915
 Mr. J. L. Woods
85 Wamsley Bldg
 PURCHASED BY J. L. W. AM'T RECEIVED 10.00
DOMINION REGISTER CO., LTD., MFRS. TORONTO, CANADA

Men's	<u>399</u>	Style	
Size	<u>7 1/2</u>	Width	<u>C</u>
	<u>Netleton Button</u>		<u>8.00</u>
Women's		Style	
Size	<u> Paid </u>	Width	
Clerk No.	<u>859 - 1</u>		<u>(7)</u>

THE CONVENIENT SALES SLIP OF LEADING TORONTO SHOE STORE

ponds with the facts and to provide for extraordinary depreciation. For example, certain portions of the stock may accumulate broken lines and end sizes to such a degree that the ordinary percentage rate of depreciation can by no means cover the actual depreciation, and so a fair appraisal should be made. Furthermore, it should again be emphasized that this fair appraisal should be tested by frequent comparisons with records of actual selling prices of pairs appraised."

AMERICAN MANUFACTURERS HONOR CANADIAN

A number of leading American manufacturers, such as the Winchester Repeating Arms Co., the Yale & Towne Manufacturing Co., the Pillsbury Flour Mills, Armour & Co., and thirty-six others of equally high standing, who are members of an organization known as the Rice Leaders of the World Association, have conferred high honor on one of Montreal's business men.

Somewhat over a year ago they offered nearly 3,500 cash prizes for ideas and suggestions. This was open to anybody, and the ideas and suggestions could relate to production, sales, advertising or anything else.

The object of the offer was to develop suggestions that would tend to improve the methods or products of these American manufacturers.

But one idea could be submitted to each manufacturer, no two ideas could be alike, and each idea had to be compressed into fifty words.

Thousands of Americans entered this contest, together with a few Canadians, Britishers and foreigners, and the second prize of \$500 cash has been won by a Canadian, Mr. R. W. Ashcroft, of Montreal, who is manager of publicity for the Canadian Consolidated Rubber Co., Limited, and Associated Companies.

In presenting him with the prize, Mr. Elwood E. Rice, President of the Association, wrote Mr. Ashcroft as follows:

"To have earned this second prize in this international competition where people in all walks of life from all parts of the world entered, is certainly a great evidence of your unusual ability, and in which you are indeed justified in taking exceptional pride.

"I extend to you my best wishes for the continued success your able efforts so richly deserve."

This is not only a feather in Mr. Ashcroft's cap, but is



R. W. ASHCROFT, MONTREAL.

also a compliment to the business ability of Canadians, particularly in view of the fact that Mr. Ashcroft only heard of the contest a few weeks before it closed last May, and, therefore, had but very little time in which to compile and submit his ideas.

No special publicity was given to the contest in Canada, so those resident in the United States, who had a whole

year in which to evolve ideas, naturally had a better opportunity than Canadians to successfully compete.

MILITARY SHOEMAN READY TO GO

This is the upstanding figure of Lieut. Jas. T. Sutherland, of Kingston, who represents the Cook-Fitzgerald Co. from



LIEUT. J. T. SUTHERLAND, KINGSTON, ONT.

Toronto to Quebec. Lieut. Sutherland has been under canvas at the Barriefield war camp since early in June, in order to qualify as an officer. He is attached as adjutant to the A. D. of S. & T. and has proven to be an energetic officer. If his services are required Lieut. Sutherland is quite prepared to go over "and do his bit." In the meantime he will resume his trip for the Astoria and Liberty brands of shoes

HOW SOME SHOES ARE INSPECTED

Shoe factories that sell their product to certain big jobbers often have many shoes rejected for faults that were not noticed when the shoes were being made. With one lot of rejected shoes the fault was that of the forepart edges showing a slight variation in heft, some edges being one iron thicker than others, or else being thicker on one side of the shoe. The foreman said it was the "edge inspector" at the jobbers who had detected the fault, and he also stated that several inspectors examined each lot of shoes. Each man was a specialist in some branch of shoemaking, and it was almost impossible for an inferior shoe to get past this trained examination. The sample shoes from which the orders are given are kept by the jobbers, and they are always in the inspection room for comparison with the bulk

There does not seem much chance for substituting poor leather or inferior workmanship when the inspectors have the original sample shoes in front of them all the time; and any lowering of quality is rarely attempted. It sometimes happens that the usual make of leather for vamps, tops or outsoles cannot be obtained, and it is necessary to get leather of the same quality to complete the order. The upper leather inspector is experienced enough to detect any cheaper leather in the vamps, foxing or tops, and the bottom stock man is also fully qualified to deal with his end of the business. This shows how necessary it is to keep the quality uniform when the chances of detection are so great—and also shows the advisability of "living up" to the samples at all times, whether in shoemaking or in anything else.

CONTRACTS FOR CANADIAN ARMY SHOES

Contracts have recently been awarded by the War Purchasing Committee for over 100,000 pairs of new army shoes and several factories are now busy turning out large consignments of the new boot, which is made on a splendid last, and is regarded by those in a position to know as the most comfortable and durable militia footwear yet produced. "The upper is specially cut and specially fitted and the new specifications call for and specify every detail. Nothing is overlooked and the standard Army Shoe of Canada is the best one in the world," remarked a leading eastern manufacturer this week, "and," he added, "it is different and better than any other."

The new army shoe has an outside counter pocket and is also very smooth on the inside. The quarters are stitched to the vamp with six rows of stitching. The upper is of tan side leather, first chrome tanned, then re-tanned with bark. This makes a beautiful, soft, pliable leather, which is water-proof. The specifications called for outsoles of ten gauge, either oak or No. 1 hemlock; the middle sole of seven gauge oak, or No. 1 hemlock; viscolized, and an insole of seven gauge, oak. The leather counter and heel are solid and the heel has a small steel plate at the back and a top piece, with two rows of steel slugs. The heel is attached with special nails. The uppers are Goodyear welted to the inner soles, and there are nine reinforced nails at the toe, and five at the inside and four at the outside of the ball, to hold the upper to insole. A few round, flat Hungarian nails are used at the toe.

The samples on which contracts have been awarded were made by the Tebbutt Shoe and Leather Co., Limited, of Three Rivers, Que. They were asked to make twelve pairs of samples on the new Canadian Army last. These were sent to the tenderers in sealed envelopes. There is also a new Canadian Army last which has been sent out sealed, and the shoe and last are now standard. It is understood that the prices which the successful tenderers are receiving vary all the way from \$3.90 to \$4.00 per pair.

The following firms are filling orders:—Tebbutt Shoe and Leather Co., Limited, Three Rivers, Que., 15,000 pairs; James Muir Co., Maisonneuve, 15,000 pairs; Tetrault Shoe Manufacturing Co., Montreal, 25,000 pairs; Dufresne & Locke, Maisonneuve, 10,000 pairs; Slater Shoe Co., Montreal, 10,000 pairs; Amherst Boot and Shoe Co., Amherst, N.B., 10,000 pairs; Hartt Boot and Shoe Co., Fredericton N.B., 10,000 pairs; King Shoe Co., Toronto, 7,000 pairs.

DEATH OF POPULAR SHOE TRAVELER

Many friends in the shoe trade will learn with genuine sorrow of the death of Frank Mercer, which took place recently at the home of his wife in Norwalk, Conn., where he had been spending the past few months owing to his poor state of health. Mr. Mercer was born in Peterborough and for several years had been identified with the shoe trade. At one time he was manager of the Dolly Varden shoe shop in Toronto and he also spent some time managing a store in London, Ont. Later he represented the Relindo Shoe Co., of Toronto, and then went with Hanan & Son, of New York, covering several of the Southern States. Returning to Toronto, he again took a position with the Relindo Shoe Co. as sales manager and about a year and a half ago accepted an appointment as Western Canada representative of the Brandon Shoe Co., of Brantford, making one visit to the Prairie Provinces. Some months ago, just as he was about to make a fall selling trip to the West, he was seized with a paralytic stroke and was forced to resign. He left shortly after for Norwalk in the hope that complete rest would restore his health but he gradually grew worse until the end came a few days ago. Mr. Mercer died only a few days after his brother, Andrew Mercer, of Toronto, who was for several years connected with Semi-Ready, Limited, Montreal.

The late Frank Mercer was largely interested in a grape fruit plantation in Cuba, where he spent considerable of his time when off the road. He was a kindly, genial man who made friends on all sides.

GOOD RECORD IN HIS DEPARTMENT

Joseph McGillivary, who is manager of the boot and shoe department of the 2 Barkers, Limited, Amherst, N.S., has been spending a well earned vacation in Sydney and on the coast of Newfoundland, visiting friends and relatives. Mr. McGillivary has been with the company for twelve years and has worked up a large trade in the footwear branch. The big establishment of The 2 Barkers is one of the finest department store buildings in the Maritime Provinces and the firm claim to be the heaviest "spot cash" retailers in the seaside province. They make a specialty of mail order busi-



JOS. MCGILLIVARY, AMHERST, N.S.

ness and send out well illustrated and nicely printed catalogues every six months. A. A. Barker is the president of the house and G. M. Barker secretary-treasurer.

CARDS REPLACE SHOE SAMPLES

One of the very latest of the ingenious devices continually appearing in practical business has just been introduced in the shoe trade, and has already been adopted by more than a score of manufacturers who realize the great saving it accomplishes in labor, material and time. Like many another contrivance for the reduction of expense, it is extremely simple—so simple, in fact, as to excite surprise that it was not thought of long ago.

It is merely a card, designed for the use of salesmen, and serving as a substitute for the sample shoes that have hitherto been a prime necessity in selling goods. The card bears on it, not a picture, but an actual reproduction of the shoe to be sold, only it is what might be called a profile reproduction. This is made of the same leather as the shoe itself, showing the quality of the goods as well as the general appearance of the shoe, but being as flat as the card itself, takes up no more room than an embossed picture would take.

The customer sees at a glance whether the style is what he wants and a little examination shows the material and the quality of the workmanship, for the stitching and trimmings are repeated in facsimile.

The advantages claimed and already realized by those who are using the device are important and numerous. It is estimated that there have been hitherto more than a million pairs of shoes made up yearly for use as samples only and sold for a quarter of their original cost when they are no longer needed for exhibition, thereby injuring the regular retail trade to a considerable extent without any compensating advantage.

GEORGE FEX DOING WELL IN CHICAGO



The Boulevard Foot Toggery, 3923 Sheridan road, Chicago, is distinguished not only by being the only shop of its kind on that aristocratic boulevard, but by the fact that no more prepossessing establishment of its size is to be found north of North avenue, says the Boot and Shoe Recorder. George Fex, the proprietor, has spent forty-five years in both the wholesale and retail ends of the shoe game, learning it, literally, from the bench up. His earliest acquaintance with shoes in the making was in the Toronto factory of King & Brown, whose output included men's, women's and children's footwear. Later he worked in the Toronto plant of W. B. Hamilton Shoe Co., leaving there at the age of only nineteen years to remove to San Francisco, where he remained the following thirty-eight years. He was in charge of the machinery and sole leather departments at the factory of the P. F. Nolan shoe company, and occupied a similar position in the Con. Nickleberg plant which is now located in Oakland, Cal. Subsequently he went into the manufacturing and retail shoe business for himself, establishing a large store at 1198 Valencia street, at the corner of Twenty-third. He operated that store for the ensuing fifteen years, making boys' fine wear and bicycle shoes for his own consumption, in a shop at the rear of the store, and doing a big additional business in special custom work.

Was in Great Earthquake

Mr. Fex discontinued the manufacturing end of his business after the third year and continued the retail store alone until the great earthquake wiped him out completely. Undismayed, he then returned to Canada and assumed charge of the Louis Gauthier shoe factory in Quebec. He resigned his position as general manager there last October, removed to Chicago and opened another exclusive shoe store at 135 North avenue. The change to his present location of "the Road" was made the latter part of April of the current year.

Mr. Fex handles a general line, ranging in price from \$3 to \$6 on adults' lines, and from 50c. to \$3.50 in infants' and children's wear. A flourishing repair department is operated in a separate workroom at the rear of the store. Although no hosiery department is maintained, Mr. Fex says that he daily gets calls for it, despite the fact that regular haberdasheries and small dry goods stores are located within a comparatively short distance of his place of business. Precisely similar instances have lately been given by the managers of no less than nine small neighborhood shoe stores within the past two weeks—all of which points conclusively to the fact that the ultimate consumer has already begun to look upon the exclusive shoe store as just as logical a place to buy hosiery as is any department store. Several store managers recently have stated that the only reason they refrain from installing such a department is mutual agreement with adjacent merchants who do handle hose.

The Fex store is wholly prepossessing in appearance. The interior is finished in dark Mission woodwork, against which the dark tan cartons with their white labels contrast pleasantly. There is a noticeable absence of the coloring and near-decorative schemes which in so many cases characterize the small family shoe store.

Influencing the Passer-by

Mr. Fex regards scientific window-trimming and the proper night-lighting of his displays as the most efficacious methods of influencing the casual passer-by. Not only does he completely change his trim each week, but the entire color scheme of the window also. "Artistic environment

and arrangement of samples is," he says, "more sure to attract attention than the shoes themselves." Sometimes his windows are green, sometimes old rose, sometimes deep blue, sometimes black and white stripes.

The back and side walls of the windows are paneled in dark Mission oak. About half way up the back wall a special ledge has been built and shoes are shown on this in pairs. Above it on the rear wall are a series of wood-paneled mirrors, each of which is always artistically draped with curtains of one color or another. The floor covering (plush) is made to conform in color with the curtains and drapes. Mission unit floor fixtures are used for individual shoe displays and a fancy valance conceals the upper lighting system. Growing ferns in brass bowls, set on pedestals, contribute just the proper finishing touch to each side of the window trim.

Oxfords Are Selling Well

"Business," states Mr. Fex, "has been all that any of us could want ever since really warm weather arrived. Tans are pretty slow sellers with us here, dull calf holding full sway in footwear for both sexes. White low cuts are unusually popular and one and two-strap effects are selling big in both misses' and children's wear. In our men's call, I note a tendency towards wider and rounder toes. Dark colored cloth tops will undoubtedly prove a safe buy for fall wear.

"Our sales of women's oxford styles are steadily augmenting over the volume of other patterns and I think that there is no doubt they will be stronger than ever next year. To my mind, the average woman is getting pretty tired of ordinary plain pumps which so rarely fit and which almost invariably get 'sloppy' before she has worn them very long. These indubitable facts are, incidentally, one of the main reasons for the current popularity of strap effects in women's footwear."

CHARGE LAID AGAINST J. H. PORTER

J. H. Porter who, until a few weeks ago, when he made an assignment, conducted three retail shoe stores in Toronto, was taken into custody recently on a warrant sworn out by Thomas Learie, secretary of the Canadian Credit Men's Association, Toronto. It is said that Mr. Porter kept no books or records and the charge was laid under section 417 of the Criminal Code, which reads:—

"Every one is guilty of an indictable offence and liable to a fine of eight hundred dollars and one year's imprisonment who, being a trader and indebted to an amount exceeding one thousand dollars, is unable to pay his creditors in full and has not, for five years next before such inability, kept such books of account as, according to the usual course of any trade or business in which he may have been engaged, are necessary to exhibit or explain his transactions, unless he is able to account for his losses to the satisfaction of the court or judge and to show that the absence of such books was not intended to defraud his creditors."

A year ago last August, Porter went into the shoe business and branched out until he had three and at times four stores. He issued a statement last January showing trading profits of \$7,500. On May 1st, shortly after he assigned, a further statement indicated a trading loss of some \$18,000. The Canadian Credit Men's Association assert that Porter's unsecured creditors have claims amounting to \$68,500 and that his assets total \$55,000. The only evidence offered at the preliminary hearing was a report of Porter's examination before the official receiver, and he was committed for trial. The defendant was admitted to bail which was fixed at \$5,000. Since the estate came into the hands of the creditors there has been remitted to them dividends to the amount of thirty seven per cent. of their claims.

Are You Now Making Bid for Children's Shoe Trade?

Importance of This Business Can Scarcely be Over-Estimated—The Near Approach of School Days Again Means That You Should be Alert, Progressive and Original—What the Juvenile Trade Means to Your Store

It is instructive to notice the widely differing attitude of retailers on the question of school shoe sales. One man will take the stand that there is nothing to the school shoe trade, while in the very same town live merchants are making careful preparations for the school opening. In fact, that word "live" ought to be emphasized.

In general, it is the store, or the town, that has gone to seed which does not believe in the school-shoe sale. One old (?) fogey, who certainly had not seen more than thirty-five birthdays, harked back to the good old days.

"Why," he said, "I can remember five or six years ago when we used to make special preparations for a school sale. We had to put in extra stock to take care of it. For instance, if we ordinarily carried two pairs of a size in a given style we would stock up to eight pairs and sell 'em out. But nothing like that nowadays! It isn't worth while to make any special effort just because it's school time."

Another shoe man in the same city attempted to explain this statement.

"Times have changed," he said. "A lot of children in

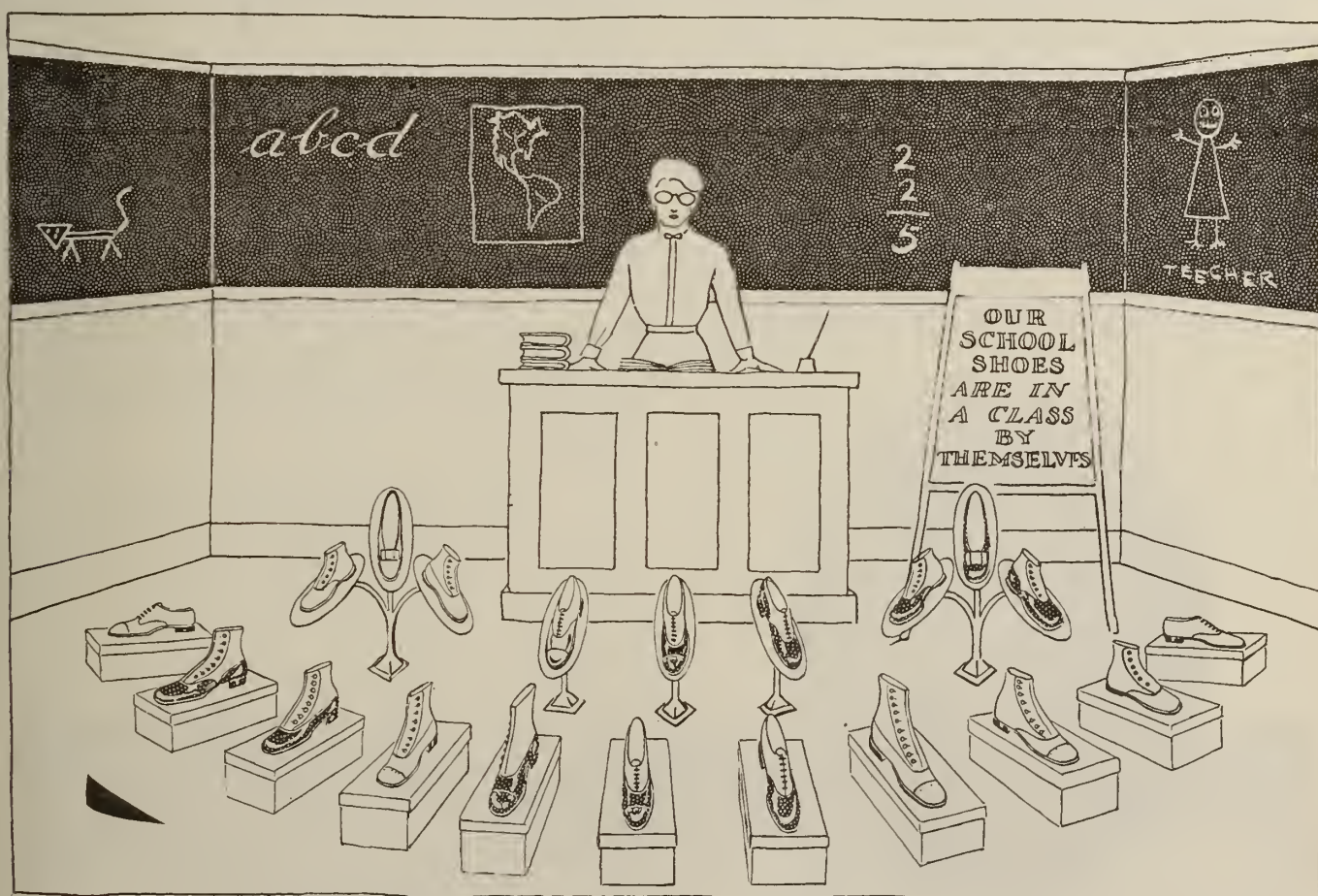
this town used to go barefoot in summer. Now they wear shoes, whether the families can afford them or not. Of course, in the barefoot days the opening of school meant a general call for school shoes.

"To-day things are much better, however, because, instead of business coming all in one lump, we are selling children's shoes all the time. Even at that there is always a bit of an increase around school opening time. So we invariably make some special preparation to make sure none of this business gets away from us, at least without a trial."

Has Great Possibilities

The importance of the children's shoe business to a store can hardly be over-rated. One-third of the population of every city is made up of children. What is more, a youngster can kick out a pair of shoes quicker than a grown man can wear out a pair of socks.

Selling to children means that they come to your department perhaps six or seven times a year, and in the majority of cases mother or father, or both, come along. Do not over-



CATCHING THE TRADE OF THE ARMY OF SCHOOL CHILDREN

The design for a window presented on this page has a strictly school room flavor.

The chief feature of the background is a blackboard, which runs around three sides. This background can be constructed from large sheets of pasteboard, or it may be one of the many composition boards now in the market. The upper part should be painted a dull black, so as to be typical of the schoolroom blackboard. Arithmetic examples, maps,

etc., can be worked out in white chalk or in white paint.

A flat-top desk or table should be placed in the middle of the window. A display figure can be used to represent the "teacher" a scholarly appearance. Books, an inkwell, etc., should be placed on the desk. An easel, bearing a suitable sign, should be placed on one side.—Shoe Section, Dry Goods Economist.

look for one minute the value of the hold which the children's trade gives you on that of the parents.

But the successful children's department must be run by a man or woman who understands, appreciates and sympathizes with the children.

If you have not a good head for the department, perhaps it would be well to look up some school teacher who is courting nervous prostration for a mighty small sum per week and convince her that there is better money and less ragged nerves in running a children's shoe department than in teaching.

In the first place remember that school opening is also the opening of the fall season.

Do not misunderstand the word "sale" to mean "cut-price offerings." Advertising specials to any extent right at the beginning of the season, when you should be developing the business normally brought about by conditions, is merely cutting down your profits and your future business.

Presents For Young Folks

In the old days it was customary to give the youngsters all kinds of school supplies—pencil boxes, slates, etc.—as a means of pushing school shoe sales, and some such thing can be done to-day to advantage, though, as a rule, the present should be of only nominal value. There are a hundred and one things dear to the heart of the boy and girl which can be made to pull business for you without great cost.

For instance, a toy balloon is always a great advertisement. There is nothing new about giving out balloons, but the time has not yet come when youngsters are tired of playing with them. Also there can be a new way applied to the distribution.

As a case in point, the shoe buyer of a store in one of the medium-sized cities, a year or so ago, bought a couple

of lots of balloons for his school trade. One lot of these balloons carried an ad for the store's shoe department. These cost him a fraction of a cent apiece. The other lot was not printed at all.

An Effective Distribution

But the buyer did not hand these balloons out as if the customer was entitled to one with every sale. Neither did he mention the fact that they were to be given away. Instead, he carried a lot of the uninflated balloons in his pocket and proceeded to circulate around the department. As he saw a salesman closing a sale of children's shoes he walked over for a moment and talked with the youngster. Then he fished in his pocket for one of the balloons, blew it up, tied a string to it and handed it to the youngster.

Before ten o'clock these balloons were circulating all through the store, and inquiries as to where the balloons were being given out were telephoned to the central office from practically every department. By noon most of the town knew about it.

To ring the changes on an old-time joke, about the only thing that is quicker for the distribution of news than the telephone is to tell a youngster.

Other Novelties Available

There are a dozen and one novelties that will serve just as well as a balloon, although they may not be quite so conspicuous. If you will just think back a few years you will remember how you envied the boy that had one of those croaking frogs. Probably you could pick up a few gross of them for not much over a cent apiece, and thereby gladden the hearts and loosen the tongues of several hundred youngsters.

Now, if your store is not too stiff-necked with dignity, we suggest that you follow up the children's sale by meeting the youngsters as they come out of school. Distribute to them a tag which when presented at your department will be good for some such novelty as mentioned above. Make it impressive. Get it up in novel form.

In this latter type of work there is also an opportunity for you to use your ingenuity. Get some cheap novelty that will come in two parts—perhaps a game of some sort—give the children one-half of it, and tell them the other half can be obtained only at your department.—Shoe Section, Dry Goods Economist.

JOINS RANKS OF THE BENEDICTS

Stanley H. Bryant, of the staff of Coates, Burns & Wanless, wholesale shoe dealers, London, has returned from a trip to the Old Country, where he was married on July



STANLEY H. BRYANT, LONDON, ONT.

17th at Christ Church, Downend, Gloucestershire, England, to Miss Ella Bracey. Mr. Bryant and bride have taken up their residence in London, Ont., and many friends will wish them every success and happiness. The bridegroom is a former resident of Toronto and is well known in the shoe trade. He is a brother of James C. Bryant, of the traveling staff of the Toronto warehouse of the Kaufman Rubber Co., Limited.

ASSOCIATION IS HARD AT WORK

A meeting of the Executive Committee of the Toronto Shoe Retailers' Association was held this week at which further progress was made in the drawing up of a constitution and by-laws. The Association have received copies of the by-laws of several similar bodies across the border and all the best features in them will be embodied. It is expected that a general meeting of the organization will be held in September when definite work along certain lines will be undertaken. In the meantime, the executive is hard at work.

QUICK JOB FILLING AN ORDER

Some quick work on an order took place recently, when the Toronto branch of Ames-Holden-McCreedy, Ltd., performed a rather interesting feat. R. J. Drysdale left the Toronto warehouse at three o'clock in the afternoon and proceeded as far as Colborne, about 85 miles east of Toronto, where he took an order from C. P. Brown for 500 pairs of shoes. This order was phoned to the office and the goods were packed next morning in ten cases, taken to the C.P.R. and dispatched by freight, reaching their destination by 12 o'clock the following day. This constitutes a record in quick filling of an order, especially when it is considered that the shoes were sent by freight as requested and not by express.

Independent Rubberites Hold First Annual Picnic

Merry Day at Old Grimsby



LEFT TO RIGHT "UNCLE CHRIS" THE VETERAN OF THE DAY; J. A. McLAREN, MRS. FOOTE, R. F. FOOTE, MRS. McLAREN, HUGH WHITE, MRS. WHITE AND MASTER DOUGLAS WHITE; RIGHT FIELDER FOOTE ALSO GENERAL MANAGER OF THE INDEPENDENT RUBBER CO.

It may be Tom's Pets are better shoeman than Brophy's Bees, but when the two groups met for a baseball game at Grimsby Beach on August 15th, the day of the Independent Rubber Company's picnic, Tom and his satellites could do no more than think of other and better days—and wish for them. The score should not be published, but since it was not too bad it may be whispered—15 to 8 in favor of assistant superintendent Brophy. This ball game was an outstanding feature of the Merritt factory's first annual picnic, for several reasons. For instance, right-fielder Foote was getting ready to swing at a ball when he went to bat and the ball in some way encountered the willow and bounced out into space. The G. M. was more mystified than anyone, but, on the advice of some two hundred coaches he began running and actually made three bases. That swat, quite accidental, of course, would put Wagner to shame. Then there was Tom's pitching. He has a style all his own. Several times he nearly got them over the plate, and he only hit eight or ten batters. But he kept "B." guessing and Scott, the other end of the battery, on the jump. Brennan and Hutton were as automatic as a machine-gun as battery for the honey-makers, especially when one considers the expert handling necessary when the ball is the size of a pigskin. It would be impossible to mention all the stellar plays made, and quite out of the question to give a box score.

In the morning the shoe room won everlasting fame by fooling the rest of the factory into believing they could not play ball. This department let the others play rings around

them till the ninth innings—then they scored enough to make the final figures 11-10 in their favor. Kane and Burnet showed real class for the shoe room and Toenbrook and Beatty had little to learn as batteries for the team made up of members of the staff in other departments.

Besides the ball games, John Doig and Charlie Hunter, assisted by a good committee, provided a programme of sport, some twenty-two numbers. These contests proved that there were some members of the staff capable of making track records. The fat men's race had to be run in two heats, as the contestants took up so much room. John Burnet and Hutton, having lost much surplus weight in the ball games, were winners. When the entries for this race were being put in someone recalled past fine performances of Jim Robinson, of Montreal. Too bad he was unable to be present to repeat.

"Uncle Chris" took no part in the games, as he is resting on his laurels, but he nearly led the dancing.

Nor did Alex. McLaren and Hugh White, who journeyed over from Toronto, feel equal to competing in any hope of success. But the former almost scored several bull's eyes at the rifle range, which one can readily understand, as he has practised with the Board of Trade Club. By the way, did you ever see him dance? The question is asked because one of the ladies, who was the life of the party, was advised by one of her acquaintances to have a dance with Mr. McLaren. She replied that she did not care for him as a partner, much as she admired him as a friend. When



LEFT TO RIGHT PICTURES SHOW BILLY HUNTER AND FRED FOOTE IN REAR SEAT OF AUTO, WITH CHRIS. FOOTE AT THE WHEEL AND ALBERT BROPHY BESIDE HIM; "B," OTHERWISE ASSISTANT SUPERINTENDENT BROPHY AT BAT TRYING TO GET ONE OF TOM'S WILD CURVES; MRS. FOOTE AND MRS. BROPHY.

pressed to explain she said "one experience with his big feet is enough."

Hugh White scored in the chicken competition. When he reached the grounds his first question was "who has any roast chicken?" One lady more thoughtful than the others had provided an extra chicken, which the worthy shoe jobber soon put away. While he was amazed at this gastronomic feat, Alex. McLaren was unable to show what he could do because no one brought raspberry pie!

Phil Pocock did not turn up. London looked good to him. The ostensible excuse for his absence was something about his being away on a western trip, but the real reason was his knowledge that had he appeared he would have been lionized by the ladies.

Fred and Chris Foote made many happy with delightful excursions through the charming country back of the town in dad's smooth running Oakland six. Who said jitney?

Enjoyment of the day was enhanced by the presence of wives, mothers and sweethearts. What would a picnic be without them? Mrs. Foote was an ideal hostess and her kindly efforts to insure everyone's pleasure were admirably seconded by Mrs. Brophy, Mrs. Doig and the other ladies.

It was a nice picnic, well managed, and there was only one serious accident, and that was the elimination of the committee men's race—made absolutely necessary because a box of cigars that was to have been the prize was smoked up before the race was called. Billy Hunter says he is not the guilty party, and we believe him, because we know we had more than he did.

"BERNICE" IS SHOE NAME SELECTED

"Bernice" is the name of a new line of footwear for women, misses and children, which Getty & Scott, Limited, makers of "Classic" shoes, of Galt, have selected. Recently this firm offered a valuable prize to anyone connected with the shoe trade who would suggest a suitable and euphonious title for their new line. The winner is Richard J. Walsh of St. John, N.B., who has been identified with the firm of Waterbury & Rising, Limited, for about 35 years, and is widely known throughout the Maritime Provinces. Many friends will congratulate Mr. Walsh on his success. In a recent letter to Getty & Scott, Mr. Walsh expresses the hope that the new line will prove a most successful one and that ere long the name of "Bernice" will be known and sought after from coast to coast.

Bernice—"A Bringer of Victory." A name with so significant a meaning is happily chosen and should augur well for the future success of the line of shoes. Bernice was a name not uncommon in ancient history. Not only was it a favorite appellation in Jewish annals, but it was also borne by several famous women of the house of Ptolemy. But of all those having this name, interest centres especially around the wife of Ptolemy III., and it is to this lady the pretty legend in classical mythology refers. Bernice's devotion to her husband was such that she vowed to offer her beautiful hair to the gods as a sacrifice, if he returned

in safety from Asiatic wars. Upon his arrival home she faithfully fulfilled her vow, placing her shorn tresses in the temple of Venus. This hair having shortly afterwards mysteriously disappeared, an astronomer of Samos declared that the gods had transferred it to the skies as a constellation. From this circumstance, the seven stars near the tail of the "Lion" are called "Coma Bernices" (the hair of Bernice), and is one of the many constellations with which such quaint stories are connected.

THEY ARE RIGHT TO THE FRONT

A recent edition of the St. Thomas, Ont., Times, says: "The manufacturers of 'Just Wright' boots for men believe it is the best kind of business sense to make friends. One of their salesmen in Winnipeg recently met a young man who had been wearing an expensive American-made shoe of a certain last. The salesman stated that his firm could secure the last and make the boots. The company proved as good as the word of its representative, and a much satisfied young man was ready to recommend 'Just Wright' shoes. Probably not more than a dozen or eighteen pairs of the last will be sold in a season, but fastidious young men can have an American boot of first grade substituted in Canada by one of domestic manufacture. It is not surprising that this company, established in St. Thomas in October, 1912, has removed from small quarters to a model four-storey building, and increased its output from four hundred pairs of boots a day to one thousand. Needless to say, trade is being pushed harder than ever, and a large number of new customers have been secured in the West."

MOTHER OF SHOE MAKING FAMILY

There passed away in Campbellford on August 9th Maria Weston, relict of Fred J. Weston, at the home of her son, Fred W. Weston. Until recently she had resided in Toronto. Mrs. Weston had attained the advanced age of 86 years. The remains were brought to Toronto for interment and the funeral took place from the old homestead, 15 Bolton avenue, now occupied by E. O. Weston, to Mount Pleasant cemetery. In 1875 the husband of Mrs. Weston established the shoe factory of F. J. Weston & Sons, which was removed from Toronto in 1901 to Campbellford, under the name of the Weston Shoe Co., Limited, while the wholesale business was continued under the original name. The late Mrs. Weston, whose husband died thirty years ago, leaves four sons—Fred and Richard of the Weston Shoe Co., Campbellford, E. O. Weston and George Weston, Toronto.

KINGSBURY STILL IN THE LEAD

Great interest continues to be shown in the progress of the Maisonneuve Baseball League. This coming Saturday Kingsbury Footwear Company meet the U. S. M. Co. team in what will be the deciding match of the season. Up to the present each team has defeated the other once; the Kingsbury team securing the first game with the U. S. M. boys by a score of 14 to 7, and in the next meeting the situation was reversed, U. S. M. capturing the long end of a 7-2 score. Last week the Kingsbury aggregation defeated Watson-Foster Co. 9 to 7. All during the season the league, which plays every Saturday afternoon, has been drawing big crowds, and with the closeness of the race in the past few weeks, the number of fans attending the games continues to increase. Below is the official standing of the league:—

	Won	Lost	To Play
Kingsbury.....	7	1	1
U. S. M. Co.....	5	2	2
Watson Foster Co..	3	5	1
Jas. Muir Co.....	0	7	2

WELL WORTH THE MONEY

You will find enclosed one dollar for another year's subscription to the "Shoe and Leather Journal." Your paper is well worth the money and gives me much interesting news on styles and merchandising methods.

Yours truly,
D. RUBEN.

Picton, Ont.

Spring Shoe Styles Are Conservative

(Continued from page 22)

ginger bread effects and novelties in the past few seasons, and especially this spring, better business should result all round.

Fine Showing in Men's

The Hartt Boot and Shoe Company, Fredericton, N.B., are of the opinion that the general tendency in men's shoe styles for next season will be moderate, plain effects, more particularly in high-grade footwear. In tan leathers they believe that the darker shades will lead, and look forward to considerable business being done in vici and dongola, with, of course, the larger business in black calf leathers. Patent leather shoes will sell about as usual. There are no radical changes in patterns or lasts. The Hartt Boot and Shoe Company have added four new lasts for spring which represent the last word in neat, graceful lines.

Specializing on All Widths

Clark Bros., shoe manufacturers, St. Stephen, N.B., are now showing their new lines of spring samples on narrow widths, which is a unique feature in connection with the manufacture of McKay shoes. This enterprising firm are carrying six of their very best selling lasts in A, B, C, D and E widths, and are making a strong feature of this new departure. They believe that they are the only manufacturers in Canada, and perhaps in the United States, who are carrying all the different widths on as many McKay lasts. These lasts are absolute widths and patterns designed to follow them, and not lasted or cut up or down half a size in order to get the width.

No Extreme Styles this Season

The Regal Shoe Co., Toronto, report that the general trend of the shoe business appears to be along conservative lines rather than extreme styles as hitherto during the past few seasons. The company are, therefore, confining themselves to a great extent to good, safe "bread and butter" lines. Cloth top shoes, while not as popular as during the past season, will still be sold in conservative shades, mostly greys and blacks. The Regal Shoe Co. intend this season, with the view of furthering their business in Canada, to manufacture samples of high-heeled ladies' shoes. They have two new lasts which are extra good fitters and they intend to manufacture some samples as a beginning for this new range. Providing they make a showing on these styles they will undoubtedly open a new factory entirely devoted

to the manufacture of women's shoes. The company report that their business in the men's lines during the past season has been exceptionally good and they received several letters from their agents commenting on the exceptional improvement in the style of shoes during the past manufacturing season. If conditions in the West are favorable the firm expect a healthy increase in business during the coming season.

Fine Showing in Low Cuts

The W. E. Woelfle Shoe Co., of Berlin, have introduced three new lasts for the coming season. One is the Quaker, which is a general purpose last for bal and button boots. Then there is the Lady Jane, a narrow toed, high heel pump last and likewise the same Lady Jane last in a high shoe. In strap slippers and pump lines the presentation is much stronger than ever. While the company have not discarded any of their old standbys, they have materially increased their range in summer goods in which, up to the present, they have been somewhat backward. The company have added several new machines for the better finishing of their product and their samples for the coming season will carry the same high-class materials as heretofore. In addition to the offerings already mentioned the Woelfle Co. will have their usual range of attractive models in women's McKays. Recently the output of the plant was increased. The outlook for business is regarded by the firm, who have been busy right along, as promising.

French Model for City Trade

The James Muir Co., Maisonneuve, have just completed their new samples for the coming season's trade. Their travelers are starting out in a few days' time, and are looking forward to getting considerable business for immediate needs, as most buyers have been going very carefully for a long time. The company notice quite an improvement in the demand for goods during the last few weeks. The company are specializing in men's and boys' fine welts and McKays and have added several new lasts which are attractive. The French model is one of the latest American productions for men's fine city trade. It has the popular straight effect with medium toe, slightly recede. F by Gee, as the name denotes, is an extra big fitter—a combination of F width with extra fitting G width ball. This last carries the style as well as the fitting qualities and will fill the bill for the foot that is hard to fit. The moderate high toe with a 9 or 10-8 broad heel is still the popular favorite in the smaller places. The short effect with plenty of toe room will always appeal to a large proportion of the public.

The company have a separate department for and are



MEN'S PATENT BAL, RECEDING TOE, SHEPHERD'S PLAID TOP, PATENT EYELET FACING
—BY EAGLE SHOE CO.



WOMEN'S KID BLUCHER, ROUND FULL TOE, PATENT TIP, PLAIN QUARTERS, 11-8 HEEL
—BY T. SISMAN SHOE CO.



MEN'S PATENT BAL, DULL CALF TOP, PATENT EYELET STAY FORMING ONE PIECE WITH THE VAMP—BY JOHN RITCHIE CO.

still making several useful lines of women's and children's McKays at popular prices, and have added three new lasts, which they feel sure will be drawing cards and money makers.

More Conservative Styles

The John Ritchie Co., of Quebec, report that there has been practically no change in lasts with them for the



TAN GRAIN BLUCHER, PLAIN TOE, ON NEW AMERICAN ARMY LAST—BY T. SISMAN SHOE CO., AURORA.

coming season. The English toe is still very popular for the city trade and the medium high toe for the country trade. The general trend seems to point to more conservative styles than during the past two seasons. Gun metals and patents will be the favorite and the company expect a larger sale than ever in plain cloth tops for men and women. Fancy tops of all kinds have no market whatever. Neat, quiet effects prevail on all the fine line of Ritchie samples for the coming season and there are some new patterns which by reason of their graceful lines and pleasing design will appeal strongly to the public.

NEWSY HAPPENINGS FROM QUEBEC

A. Isseman, of the Walpole Rubber Co., Montreal, was in the city last week.

R. Brayley, of the Doon Twines, Limited, Doon, Ont., was in the city a few days ago.

A. Chobb, of John McEntyre, Limited, shoe findings, Montreal, was in Quebec recently.

W. T. Clarke, of Boston, Mass., and W. T. Kilborn, of Rutland, Vermont, were recent visitors in Quebec.

H. Bonner, of the Bonner Leather Co., Montreal, visited the city last week.

Roy & Darveau, Limited, wholesale shoe jobbers, of this city, have assigned.

The factory premises of C. E. McKeen, which were sold last winter, have changed hands once more, the purchaser being Louis Beaubien, wholesale shoe jobber of Quebec, who will occupy the building later on.

The stock and machinery of Adjutor Martin, whose failure occurred some time ago, were sold on 30th of July. The former was bought at 31 cents on the dollar by Chas. E. Roy and the machinery at 43 cents by Theo. Dorval, owner of the building.

T. F. Lacombe, shoe dealer, of La Tuque, has assigned for the benefit of his creditors.

Jos. Metivier, manager of E. Jobin, Limited, shoe manufacturers, Quebec, recently returned from a vacation spent in Cacouna.

Jos. Guay & Fils, tanners, of this city, are building an extension to their premises for drying out patent leathers.

Emile and Albert Larochelle, sons of J. H. Larochelle,

shoe manufacturer, have opened an attractive retail store at 246 St. Joseph street, where they are carrying the most up-to-date lines of footwear. They are registered under the business style of "Au Quincy." The site of the store is within reach of all, being situated near Hotel St. Roch, in the central part of the city of Quebec, near the churches of two parishes and only a few blocks from the schools. Messrs. Larochelle are the brothers of J. E. H. Larochelle, jr., vice-president and manager of J. H. Larochelle & Fils, Limited, wholesale shoe dealers, Quebec.

LEADING SHOEMEN MAKE A CHANGE

George L. Williams, who founded the Williams Shoe Co., of Brampton, Ont., some twenty-seven years ago, and for the past year and half has been factory manager and superintendent for the Williams Shoe, Limited, has taken a position with the King Shoe Co., Limited, Toronto, as manager of the manufacturing department. He has entered upon his new duties. His sons, George C. and Frank A. Williams, have also become associated with the King Shoe Co., the former taking charge of the Goodyear department and the latter of the finishing room. Both have had extensive experience in the practical end, George C. Williams being foreman of the Goodyear department with the Williams Shoe, Limited, while Frank A. Williams was for a considerable time manager of the Elkman Shoe and Supply Co., of Brampton.

WOODBIDGE TANNERY RESUMES OPERATIONS

Edwards & Edwards, leather manufacturers, 630 Dupont street, Toronto, have bought the tannery of the Woodbridge Tanning Co., at Woodbridge, Ont., and operations have been resumed at the plant, which has been closed for several weeks. In their new factory Edwards & Edwards will make russet, glove, shoe and skivers in the sheepskin line, while in their Toronto plant they will specialize on embossed, suede, bookbinders', furniture and other fancy lines. The acquisition of the Woodbridge property will enable them to double their output in both the cheaper and better kinds of sheepskin leathers and cater to their rapidly growing trade. It is expected that, in Woodbridge, the production will be about seventy dozen a day. Edwards & Edwards have been in the leather industry for a number of years and have built up a strong connection.

HIDE SITUATION IS STATIONARY

Hallam's Weekly Market Report, Toronto, says: "Beef hides show no change on city hides, but the country hides are lower, due to a slump in the States of from one to one and a half cents per pound within the last ten days on account of the bad leather situation and the lack of military orders, the price previously paid being too high for domestic consumption. City butcher hides, green flat, 16c. per pound; country hides, flat cured, 17 to 19c. per pound; part cured 16 to 17c. per pound. Calfskins are easier in sympathy with beef hides and are coming to market in good supply. City skins, green flat, 15c. per pound; country cured, 18 to 19c. per pound; part cured, 17 to 18c. per pound, according to condition and take off. Deacons or Bob Calf 75c. to \$1.10 each. Horse hides are in fair supply at unchanged prices. City take off, \$4.00 to \$4.50; country take off No. 1, \$3.75 to \$4.25; No. 2, \$2.25 to \$3.00. Sheepskins hold their own and are in good supply. City sheepskins, \$1.75 to \$2.50 each; country sheepskins, 75c. to \$2.00; spring lambs and shearlings, 50 to 90c."

"Miner" Men in Splendid Convention at Granby

Third Annual Reunion Marked by Earnestness, Enthusiasm and Pleasure—Visit to the Busy Plant of the Company—Social Features Were Well Managed and Much Appreciated—How Time Went too Quickly By

The selling agents, the representatives and branch managers of the Miner Rubber Co., Limited, met at Bonaventure Station, Montreal, on August 9th, to embark on a special train for Granby. This opened what later proved to be the most successful convention of Miner Rubber representatives yet held.

Not only in point of numbers was the 1915 convention so successful, but also in the general benefit as well as from a social standpoint the gathering just past eclipses any former "Get-to-gether" of the Miner boys.

After an enjoyable trip through a fine section of Quebec province, the party were met at Granby station by W. H. Miner and other officials of the company who soon made everyone feel at home, and the boys settled down at the Granby and Windsor hotels for a busy two days.

After supper Monday night the entire party as guests of the company, wended their way to the opera house, where a special programme was put on for the evening in honor of the visiting delegates. A song festival at the Granby hotel closed an eventful day.

On Tuesday bright and early all gathered at the Miner factory for an inspection of the plant under the direction of Superintendent Stapleton. Every part of the vast plant was systematically visited and its workings explained in as much

automatic underfeed stokers is ready to be started at a few moments' notice. This provides insurance against any tie up or lost time, which is an important consideration in an industry such as the Miner Rubber Co.'s is. The tool shop, the cement mixing room, the varnish and naphtha storage buildings, were visited in turn, 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 store room, then down into the calendaring room, with its huge rolls through which the sheets of rubber, duck, canvas, and other materials pass, according to the finished stock



W. H. MINER, GRANBY, VICE-PRESIDENT AND GENERAL MANAGER, MINER RUBBER CO.



THE UNIQUE OFFICIAL PROGRAMME WAS ISSUED IN A BOOKLET OF THE SHAPE OF A RUBBER BOOT

detail as time permitted. Starting from the office the visitors were first taken through the power plant; here they were shown the duplicate power machine. Usually the plant is run by water power communicated to immense dynamos, thence throughout the factory. Should the water become too low, however, a powerful steam plant equipped with

required, the party were taken. While visiting this department the party were also shown the process of making compound rubber, which is a very interesting one. Next the cutting floor was seen and then the making end of the factory. Here several pairs of rubber footwear of different types were made; first a woman's light rubber, then a man's light rubber, a heavy rubber and a rubber boot, knee length. Every step in the process was intently followed by the gathering and needless to say, this part of the inspection tour was especially interesting to the on-lookers, because they realized, some of them as probably never before, the infinite pains, the skilled labor and A1 quality of the raw materials required to turn out a first class rubber shoe.

The box factory, which is a complete plant in itself, was next visited and here every process in the manufacture of both paper cartons and wood packing boxes was inspected. Included in this department is the printing and cutting apparatus required in making containers.

Recent Improvements

The company have recently completed new additions to the plant whereby immense improvements are made in the shipping facilities of the concern. The warehouse lies right alongside the spur track, which saves all teaming and further facilitates delivery. The box factory is only one of

(Continued on page 45)

Shoe Manufacturers' Supplies

Box Toes New composition felt box toes, can stand 200 pounds of pressure without bulging, better than leather, more uniform and cheaper.

Counters Guaranteed fibre counters of the highest quality, every pair guaranteed to outwear the shoe, all shapes, patterns and sizes in stock ready to ship.

Buttons “Papier maché” shoe buttons, in all sizes, round and square top, hand finish and machine finish, in all colors and shades.

Shoe Hooks Metal shoe hooks made in three different shapes, in black, tan, nickel and brass. This article is made in Canada and I carry a stock of all kinds ready for shipment.

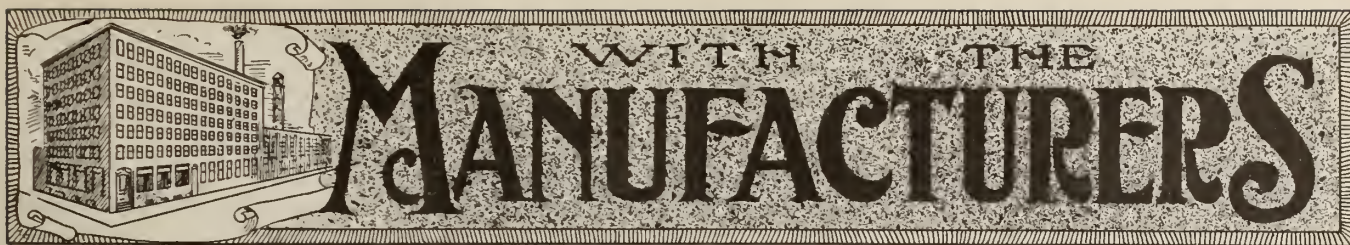
Bows Silk bows and ornaments, black, white, tan, at very low prices.

Write for Samples and Quotations to

G. J. TRUDEAU

365 Ontario St. East

- MONTREAL



MAKING BOOTS INTO OXFORDS

A story comes from across the line of a man having a pair of boots made over into oxfords and selling them at a profit. This remaking of the shoes was done in a modern repair shop. The cost was 25 cents a pair. If boots can be made over into oxfords so cheaply, then retailers should have their surplus stocks of boots made into oxfords, as the season changes, and should not send them back to the manufacturers.

But most any practical shoemaker, particularly a pattern man, will declare that it is impossible to make over boots into oxfords that will fit.

EDGE TRIMMER EARNS \$96 WEEK

When John Erricson of Quincy finished his week's work at the C. A. Eaton factory, Brockton, he had earned \$96, and said that if the work had come to him more rapidly he could have made a \$100 easily. He is an edge-trimmer and is working on a large contract for the Allies. In the six weeks Erricson has been at the Eaton factory his smallest pay was \$68. He has averaged \$76 for the six weeks. In his biggest day he handled 1,152 pairs of shoes, or 144 pairs an hour for 8 hours. This was an average of 4 shoes per minute. That day he earned \$14.55. His pay is 18 cents per dozen pairs.

NEW WATERPROOF SOLE STOCK

To meet the growing demand for a real substitute for sole leather, a leading company have been engaged in experimental work for several months past in an effort to produce a leather substitute which will fulfil all the requirements of sole leather. The experimental work has now reached the stage when they claim it is possible to offer to the trade material fully equal in every respect to sole leather.

Leatherex, the new product, they say, can be used in the manufacture of shoes in exactly the same manner and with the same equipment as is now employed in connection with sole leather, and as its various ingredients can be obtained in unlimited quantities, the price will not be subject to the wide fluctuations prevailing at all times in the sole-leather market. It is slightly heavier than leather, but lighter than rubber. It is absolutely waterproof and equal to sole leather in wearing properties.

PROSPERITY COMING FROM WITHOUT

It sometimes happens that prosperity comes from without an industry, and gives it a push along that is greater than that from any of the common forces within the industry. For instance, a big oil company was troubled to sell its gasoline until along came the auto and created a wonderfully big demand for gasoline. The same thing also added millions to the value of the rubber goods industry.

But the story that will most interest the shoe trade, doubtless, is that of the prosperity that came to the shoe trade from a civil engineer. This engineer started in life on railroad work, at the age of sixteen years. His father had him educated as an engineer, because he felt that the young man, being of frail health, needed an out-of-door occupation. Now, there is scarcely a person, not even a fortune teller,

who would dare predict that a young man, of frail health and trained to be a civil engineer, would revolutionize the shoe manufacturing industry.

Yet the facts are that this young man was Gordon McKay. He was a son of Samuel McKay, a cotton manufacturer, of Pittsfield, Mass. His mother was a daughter of Samuel Dexter, who was a United States senator. He was a man of good family, of substantial means and of a good education. Nevertheless, there were no signs, in his youthful days, that he would revolutionize the shoe manufacturing industry.

Young McKay prospered as an engineer. In 1845, he built a machine shop in Pittsfield, and he prospered in the machinery business. Just before 1860 he learned of the machine for sewing soles of shoes that Lyman Blake, an Abington shoe man, had invented. He had a sense of values sufficiently keen to realize the great worth of this outfit. Also, he had the courage to put his money and his labor into the development of this machine. He worked so diligently that he sacrificed his health and a considerable part of his fortune. His lieutenant worked so diligently that he sacrificed his life. Yet small returns came to them from the machine.

Then extraordinary developments came. The civil war broke. Shoemakers enlisted. There was a great need of shoes. Manufacturers simply had to have the machine. It would sew 300 pairs of shoes in a day, at a cost of three cents a pair. A hand shoe worker sewed two pairs of shoes a day, and the cost was seventy-five cents a pair. Certainly, shoe manufacturers had to have the three-cent price. They bought the machine and fitted up machine-equipped factories, and the hand shoe workers had to become machine operators.

So a man who was trained to be a civil engineer revolutionized the shoe manufacturing industry, thereby providing proof that great prosperity often comes to an industry from sources without the industry.

SLIPPER MATERIAL IS SCARCE

The English slipper trade, according to the British press, is temporarily suffering serious consequences as a result of the Government demand for felting. The Rossendale slipper manufacturers are undergoing the experience of having full order books and a good supply of labor, but practically nothing to do for lack of material to work upon. Waterfoot felt makers are flooded with Government orders, and even \$100,000 contracts for Rossendale cannot be accepted, although the slipper makers are primarily responsible for the establishment of the felt-making industry at Waterfoot. It is reported that French slipper makers also have sought in vain to place extensive orders for felt.

MAKING THE MCKAY WELT SHOE

The McKay welt shoe is fast finding favor. says a writer in American Shoemaking, who declares that he has noticed this style being made in several places. The cost of building this shoe approximately splits the difference between a welt and a McKay, and it still carries the best features of a welt.

When a regular McKay shoe needs new taps, the whole

bottom must be ripped off; but in the McKay welt, this objection is overcome, as there is a welt to which it can be stitched. The average person buying a McKay shoe, figures to have at least one pair of taps put on, while hundreds of people who can afford to buy a welt shoe never think of having their shoes tapped.

This McKay welt is going to prove a money saver for the class of people who cannot afford the higher priced shoe, as it can be bought much cheaper than the regular welt,



THE LATEST TYPE OF CANADIAN ARMY SHOE. (SEE PAGE 31)

and if the upper lasts, the bottom is so constructed that more than one pair of taps may be put on.

When the public has become acquainted with the possibilities of this shoe, the writer believes that the \$2.50 welt shoe will disappear, since the upper cannot be made as good as in a McKay welt, which can be made to sell for at least 50 cents cheaper.

The writer recently saw a method for making this shoe, which he will attempt to describe for the benefit of those not familiar with it. The innersole may be made, one, two, or three-piece, on a combination of canvas and buckram. This is tacked to the last as for a regular McKay, and the upper pulled over and lasted on the Consolidated machine, or Niggerhead, as it is better known. Then a piece of three-piece innersoling is cut the shape of the last, only slightly smaller, to which a piece of welting is sewed by the zigzag machine. This is then sewed by the welt sewing machine as far as the shank, it not being necessary to sew around the heel at this time, which saves a little thread and also reduces the cost of the operation slightly. Then the outersole is laid and sewed on the McKay machine.

The cost of the welt and the piece it is sewed to, is about one-half the cost of the slip tap used on a regular McKay. When the shoe is made up, it will puzzle an expert to tell it from a regular welt, unless he looks at the inside to see if tacks show up on the innersole, and even this distinction has been eliminated, so the writer understands, by a well-known firm in Manchester, N.H., as they have patented a device to go on the lasting machine that clinches the tacks when half way through the innersole. This shoe is not an experiment, and those considering manufacturing a cheap welt, will do well to investigate it.

THE LABELS ON SHOE CARTONS

Sun proof labels are used on cartons containing goods which may be displayed in cartons in windows. These

labels will not fade in the sun, as will tan shoes and other things.

There seems to be no demand in the shoe trade for sun proof labels. This is doubtless due to the fact that retailers rarely show shoes in cartons in windows. Cartons are kept on shelves in the stores, where sunlight rarely strikes them.

Standard labels for cartons are commonly printed in one ink, black, blue, green, red, or other color, on white paper. Fancy labels are printed on special paper perhaps of bright color, and two or three different colored inks are used on each label. Of course, the more elaborate the label, the higher the price.

Standard cartons, with standard labels are usually sold with the shoes, and are sent from the store with the shoes.

Special cartons, with special labels, are sometimes kept on the shelves, and the shoes are packed in a delivery carton to be sent to the customer.

Special cartons, with special labels, have come into large demand the last few years, the demand for them increasing even while efforts were being made to standardize cartons and labels.

ALL AFTER FAT ENVELOPES

Everett Dunbar recollects that a graded list was introduced into Lynn factories fifty years ago, just as it has been introduced to-day. Manufacturers put first grade shoes through on red tags, and second grade shoes on green tags. The plan worked well until some shoe workers said that first grade shoes were put through on green tags. Then there was trouble. Benjamin F. Doak, a leading manufacturer, solved the trouble in his factory by making first grade shoes in the front shop and second grade shoes in the back shop. At first, shoemakers wanted to work in the front shop, because the highest prices per pair were paid in that shop. Then they discovered that the men in the back shop were getting the fattest envelopes. Though these men got less per pair, they were able to make more pairs in a day, and thereby they got a larger wage. Then all the shoemakers wanted to work in the back shop.

HANDY SHOE HOLDER-POLISHER

Shoe finders are meeting with much success in the sale of a new shoe holder-polisher made by a leading firm, who



claim it is a money-saver. Every time it is used, it saves the user from five to ten cents in cash, the actual cost of a shine. It is a time-saver. A first-class shine is produced in less than half the time it takes to get it in any other way. It is a labor-saver, being so easy to operate and the shines obtained so satisfactory, making the polishing of shoes at home a real pleasure, while the work can be done standing or sitting.

Breezy News Notes of Shoe and Leather Activities of Interest to Every "Journal" Reader

Philip Pocock, of the London Shoe Co., London, has returned home after a business visit to Winnipeg and other points West.

H. S. Bond, of the Robert Simpson Co., Toronto, was a visitor in several Montreal factories this week.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, has returned from a week spent in Boston and other shoe centres.

H. W. Algeo, of the U. S. M. C., Montreal, recently spent a fortnight in visiting several of the larger American shoe factories and supply houses.

R. H. Greene, of Gutta Percha and Rubber, Limited, Toronto, was a visitor in Montreal last week.

J. A. Lachance, Quebec, spent a couple of days in Montreal recently.

Ed. Pollack, of Langfeld Bros., Philadelphia, leather goods manufacturers, has been spending some time in Montreal, Toronto and other Canadian cities.

An official of the Ames-Holden-McCready Co., Montreal, stated recently that the improved crop prospects had resulted in a better demand for footwear by Western merchants. For the first three months of the company's fiscal year, he said, gross sales for the whole Dominion had shown a fair advance compared with the corresponding quarter of last year. The purchases by merchants in the Maritime Provinces were particularly satisfactory.

Miss Fleming, for several years forelady of the fitting room with Minister Myles Shoe Co., Toronto, has taken a similar position with the Blachford Shoe Manufacturing Co., Toronto.

Stanford E. Dack, son of Robert Dack, shoe manufacturer and shoe retailer, Toronto, was married on August 14th, at Howard Park Methodist Church, to Miss Gladys Garth, daughter of Mr. and Mrs. G. I. Bailey, Stirling, Ont. The ceremony was performed by Rev. E. B. Lanceley. Mr. Dack and bride, after spending a few days in Muskoka, have taken up their residence in Toronto.

Nap. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, spent several days in the Boston market recently.

S. W. Sims, of Toronto, representing the Magnetawan Tanning Co., tanners of hemlock sole leather, was a recent visitor to Boston.

The United Last Co., Maisonneuve, report their plant as being very busy and state that commencing August 19th the factory will work two shifts, one in daytime and the other at night. The United Last Co. are the originators of the new Canadian Army Last.

Frank Gentile, 113 Main street, North Bay, has installed a 22-foot U. S. M. Co. Goodyear shoe repair outfit, Model N, in his establishment.

E. T. Wright & Co., St. Thomas, Ont., have installed a U. S. M. Co. button-hole making machine in their factory.

Dufresne & Locke, Maisonneuve, have installed a considerable number of new machines in connection with the Army contract work they are engaged upon at present.

W. Goldsmith, of the Progressive Leather Goods Co., New York, was in Montreal recently.

The U. S. M. Co., have installed an 18-foot Goodyear shoe repair outfit, Model N, in the shop of W. H. Thorne, 645 Dundas street east, London.

Peter Papas, 607 St. Catherine street, Maisonneuve, has placed a 6-foot U. S. M. shoe repair outfit in his shop.

The United Shoe Machinery Co., of Canada, Montreal, have received an order for a complete equipment to be placed in the new factory of the Canadian Footwear Co. at Point

Aux Trembles, near Montreal. It is expected installations will be made early in September, and the company plan to start operations about October 1st.

Previous to his departure for Halifax to join the Composite Regiment, Private Thomas Styran, who was shipping clerk at the Hartt Boot and Shoe Company, Fredericton, N.B., was presented with a wrist watch by the company's employees.

R. T. Hayes, of J. M. Humphrey & Co., St. John, N.B., was a visitor to several Montreal factories recently. Mr. Hayes also attended the Miner Rubber Co. annual convention at Granby.

A. T. Button has succeeded A. Brydon & Co., shoes and hardware, Roblin, Man.

Wm. A. Walker, western Ontario representative of Walker, Parker & Co., shoe manufacturers, Toronto, who a few weeks ago underwent an operation for appendicitis is able to be around again.

P. I. Hersey, of the Regal Shoe Co., Boston, was in Toronto on business this week.

A most successful opening of E. David & Sons' new shoe store in New Glasgow, N.S., was held last week. The shoe establishment adjoins the clothing store of the firm and has been fitted up in good style.

J. G. Watson, who is a widely known shoe man of Montreal, was elected auditor at the recent annual convention of the Dominion Board of the Retail Merchants' Association of Canada, held in Montreal. Mr. Watson has always taken an active interest in the work and welfare of the Association.

L. W. Johnston, of Galt, who for several years has represented the Cook-Fitzgerald Co., of London, Ont., in the Maritime Provinces, will, in addition to this line, cover the lower provinces for the Blachford Shoe Mfg. Co., Toronto, during the coming season.

W. E. Wing, of the Kaufman Rubber Co., Berlin, spent a few holidays recently in Penetanguishene with L. B. Hutchison, manager of the Toronto warehouse of the company, who has been visiting his parents in that town for the past few weeks.

James Valentine, of the firm of Valentine & Martin, Waterloo, Ont., spent a few days in Toronto this week on business.

Ed. R. Lewis, leather dealer, Toronto, is spending a few days in Montreal, Quebec and St. Hyacinthe on business.

Geo. Keene, late of Haverhill, Mass., has accepted a position with the Ames-Holden-McCready Co. factory No. 2, Montreal, and has charge of the finishing department.

Merit Shoe Shops, Limited, Montreal, have been federally incorporated with a capital stock of \$50,000, to make, buy, sell and deal in all kinds of footwear. The incorporators are Thomas G. Harris and Wm. E. Harris, W. A. Crocker and others, of Montreal.

William Stewart, father of William Stewart, shoe repairer, 1134 Queen street west, Toronto, passed away in the Western Hospital on August 15th in his 71st year.

A federal charter has been granted to the Aylmer Shoe Co., Limited, of Aylmer, Ont., with a capital stock of \$75,000. The company is empowered to acquire and take over as a going concern the business of the Aylmer Shoe Co., Limited, in Aylmer. The incorporators of the new company are F. L. Wagner, Ed. A. Miller, George Sears, Albert Chambers and George E. Harp, all of Aylmer.

The Unique Shoe Co., Toronto, are now turning out a fine line of stitch downs for misses and children in gun

metal and patent and also in neat colored kid tops. A strong range of fancy strap slippers is also being made for the coming season. A stitch down staple lasting machine has been installed in the factory by the U. S. M. Co. This is the first machine of its kind that the company have placed in commission in Ontario.

It is expected that a large number of shoe buyers will visit Toronto during the progress of the Canadian National Exhibition—August 28th-September 13th. All the wholesale houses are arranging their stocks in good shape and will have several attractive offerings for the trade. The travelers of the various firms will be at the warehouses during the progress of the fair and will be pleased to meet all their old friends and customers.

W. Burnill, vice-president of the Toronto Shoe Retailers' Association, has been spending a pleasant holiday at Jackson's Point, Ont.

F. H. Guinivan, of the Walk-Over Boot Shop, Toronto, recently spent a few days in Montreal on business.

J. A. Adams, of the Murray Shoe Co., London, was in Toronto last week calling upon the trade.

N. E. Woodall, buyer for the ladies' department of the Regal Shoe Store, Toronto, has returned from spending two weeks' holidays on his fruit farm at Grimsby, Ont.

The Nugget Polish Co. will make a splendid display of all their lines of polishes at the Canadian National Exhibition, Toronto, August 28th to September 13th, at the Halifax Exhibition, September 8th to 16th and the Fredrickton Exhibition, September 20th to 25th.

F. W. Knowlton, of Montreal, general manager of the U. S. M. Co. of Canada was in Toronto and Berlin this week on business.

Jack Lowe, of Chatham, has gone to Detroit, where he has taken a position in Fyfe's Shoe Store.

F. N. Churchill, formerly cutting room foreman for the Cook-Fitzgerald Co., London, Ont., has accepted a position as foreman of the night shift at C. A. Eaton Co., of Brockton, Mass.

The price of glass beads has increased and Haverhill slipper manufacturers are troubled by the scarcity for shoe ornaments, as many fancy slippers are made in that city. The beads are made chiefly in Austria. Beads that formerly sold at 90 cents a package are now as high as \$6 for the same quantity.

A report was in circulation the first of the week that the Canadian Government was about to suspend the tariff on all leathers and hides brought into the country. Inquiry elicits the information that nothing is being done until Premier Borden returns from England.

Running shoes saved the life of Herbert Patterson, a young man of Lynn, Mass., who had a narrow escape from instant death recently at Otty Lake, near Perth, Ont., where he is summering. One of the severest electrical storms of the season occurred. Patterson was sitting in a building on the lake shore when the lightning struck a nearby tree and then passed through the lower part of the building, through the floor directly underneath his feet. Patterson was wearing running shoes at the time, and the rubber soles on them lessened a most severe shock, but nevertheless he was severely burned, although not seriously. He will be helpless for some time, but his complete recovery is expected in time.

C. S. Corson, sales manager of the Regal Shoe Co., Toronto, has returned from spending a few days holidays at Bass Lake, near Orillia, where he had good luck in the pastime of fishing.

Charles Petteplace has opened a new shoe store in Walkerton, Ont.

B. Charlebois & Co., shoe dealers, of Eastview, Ont., have assigned.

A. Levy, shoe retailer, Yonge Street, Toronto, accompanied by his wife and family, is enjoying an automobile

tour through the New England states, and will spend a few days at Long Branch, N.J.

Fred A. Blachford, of H. & C. Blachford, Limited, Yonge Street, is spending his holidays at Mazengah Island, Lake Rousseau, Muskoka.

R. M. Howe, of St. Catharines, has embarked in the retail shoe business in that city. His new establishment on St. Paul Street, is known as the "Walk-In" shoe store.

J. Watt, accountant of the Toronto branch of Ames-Holden-McCready, Limited, has been spending his holidays at Stony Lake.

P. J. Hogan, special representative of the United Shoe Machinery Co., Montreal, is spending some time at Berlin, Ont., in connection with the equipment and arrangement of the new branch of the company in that city.

G. B. Johnston, manager of Johnston's Big Shoe House, Hastings St., Vancouver, and A. H. Johnston, manager of the Westminster establishment of the same firm, were in Toronto, Montreal, Boston, New York and other cities recently on a purchasing trip. This was their first visit to the east in five years. Messrs. Johnston intend before returning, to take a long water trip via the Panama Canal to San Francisco, where they will see the Panama-Pacific Exposition. They expect to reach home in two months. On July 3rd last, Johnston's Big Shoe House in Vancouver, was visited by a serious fire which destroyed a large portion of the stock, while the balance was damaged by smoke and water. A big clearing sale was held recently, which was an outstanding success, the entire stock of \$40,000 being offered at a great reduction. Adjacent premises have been secured, where business will be carried on, pending the re-building and re-modelling of the old store, which, when completed will be one of the finest and best appointed footwear emporiums in the west. Johnston's Big Shoe House has been established for a quarter of a century in New Westminster, and the Vancouver business was launched some 12 years ago. Both have been very successful.

A. R. Trudeau, Montreal, formerly manager of the Brockton Shoe Co., Toronto, who now represents his brother, G. J. Trudeau, shoe findings and specialties, spent a few days in Toronto recently on business.

Harold Bonnick, and C. E. Knibbs, of the traveling staff of Ames-Holden-McCready Limited, Toronto, spent a few days in Montreal recently.

C. E. Fice, of Toronto, Ontario representative of J. & T. Bell, Limited, Montreal, took part with the Granite Bowling Club recently in the International Lawn Bowling Tournament at Buffalo. Mr. Fice played second in the rink, which won Consolation cup. The trophy has twice been captured by the Granites and becomes their permanent possession as soon as it is taken three times. The successful rink in the Consolation Competition played ten games in all. The skip was W. J. Carnahan, and the other members were: John Rennie, C. E. Fice, Tom Rennie, all of Toronto.

The sale of the effects of F. Blouin, manufacturer of insoles, Quebec, who made an assignment some time ago, will be held on August 24.

W. E. Armstrong, of the traveling staff of McLaren & Dallas, Toronto, is spending his holidays in Wiarton and vicinity.

Horace G. Weston, of F. J. Weston & Sons, Toronto, was in Montreal and Quebec recently on business.

T. J. Mullins, of the staff of the Kaufman Rubber Co., Toronto, is spending his holidays at his home in Halifax, and before returning will visit Truro and other eastern centres.

R. Geidtner has opened a boot and shoe store in Unity, Sask.

Miss Annic Damer, eldest daughter of the late William Damer, who many years ago was in the shoe manufacturing business in Toronto, passed away on August 9th in New York city. The remains were brought to Toronto for interment. The late Miss Damer was a cousin of W. G.

Damer, of Toronto, who represents the firm of F. J. Weston & Sons in Western Canada, and of John Damer, of Damer, Lumsden & Co., wholesale shoe dealers, Vancouver.

Walter Smardon, of the Smardon Shoe Co., Montreal, has returned from a visit to Boston and other eastern shoe centres where he was picking up the latest ideas and newest conceptions in footwear.

H. Boak, representing J. H. Hirst Co., slipper manufacturers, Waterfoot, Eng., was in Toronto, London and Hamilton last week showing a fine range of samples.

J. E. Warrington, secretary-treasurer of the John Ritchie Co., Quebec, was in Toronto last week calling upon the trade.

Frederick Rowe, shoe dealer, 1155 Yonge street, Toronto, has removed to St. Clair avenue, where he has opened a new store.

E. E. Bird, of Boston, Eastern representative of the Davis Leather Co., Limited, of Newmarket, Ont., spent a few days in Toronto and Newmarket recently on business.

S. Cleland, shoe retailer, 1162 Yonge street, Toronto, is opening a new store on St. Clair avenue, near Oakwood avenue, which he will operate in addition to his present stand on Yonge street.

O. J. Killam and W. E. Semple, of Truro, N.S., spent a few days recently in Toronto and Berlin and called upon a number of friends in the shoe trade. They are the representatives of the Kaufman Rubber Co. in the Maritime Provinces.

J. S. King, of the King Shoe Co., Toronto, who has been in England and France for some time as the special representative of the Ontario Shoe Manufacturers' Association, reports that the prospects of securing some army shoe contracts are promising.

"Miner" Men in Convention at Granby

(Continued from page 39)

the many worth while features which enable the shipping department to turn out orders on the shortest possible notice.

Many were the comments, and all of them favorable, made by the visitors. It was easily seen that money has been no object in the policy of the firm where the factory equipment is concerned. Every modern adjunct of a rubber plant is present and even since last summer when the factory was inspected during the 1914 convention several extensive changes are noticed. After the inspection of the plant the whole party adjourned to their respective hotels for luncheon.

The whole afternoon was taken up by a staff conference and general business sessions in which every one got together and when various ways and means were suggested and acted upon for the general advancement of the business.

The delegates assembled at the Windsor Hotel about 8.30 p.m. and sat down to a sumptuous banquet which, if anything, outdid anything held in the past. The party were reinforced by a goodly number of the heads of the various departments of the factory. For various reasons the speech making was cut short. W. H. Miner addressed a few short remarks to those present and Messrs. R. B. Griffith and C. Leonard Grant profited by the occasion to thank the company as well as Mr. Miner personally for the splendid hospitality enjoyed by all. On Wednesday morning the party left for Montreal all agreeing that it had been the most eventful meeting of the kind they had ever attended, this being due to a great extent to the unfailing courtesy and consideration of Vice-president Miner, Secretary Macaulay and Fred. Meinzer, ably assisted as they were by every other official of the company.

The Guests at the Gathering

The guests of the company at third annual convention consisted of their selling agents, representatives and branch

managers, and among those present were:—C. A. Davies, J. N. Gibson, A. Eckold and A. E. Hogarth, of Blachford, Davies & Co., Limited, Toronto; R. Coates, sr., R. E. Gregory, D. Coates and B. Wanless, of Coates, Burns & Wanless, London; R. B. Griffith, R. C. Foy and Thomas Morrow, of R. B. Griffith & Co., Hamilton; A. E. Jackson, W. N. B. Jackson, S. F. Marshall, J. Billouez, O. Poirier, H. V. Shaw, W. G. Borland, W. LaRose, Montreal, J. R. Hill, P. Gauthier, H. A. Savage, Ottawa, all representing Jackson & Savage, Limited, Montreal; R. T. Hayes, J. C. Earle, of J. M. Humphrey & Co., S. John, N.B.; C. A. Congdon, A. N. Douglas, C. Congdon, of Congdon, Marsh, Limited, Winnipeg; F. H. Meinzer, W. G. Simpson, Montreal; C. Leonard Grant, Charlottetown; F. Maranda, L. A. Poulin, P. A. Poulin, J. E. J. St. Laurent, O. Gregoire, Quebec, all representing the Miner Rubber Co. W. H. Miner, vice-president of the company; R. R. Macaulay, secretary-treasurer, Montreal, as well as the representatives of the trade press. G. C. Yearsley, manager of the Toronto warehouse of the company, was unable to be present, owing to illness, caused by a recent operation for appendicitis.

Some Quips and Quibbles

Superintendent Stapleton was a regular encyclopedia when it came to explaining little details of the Miner factory, and the boys appreciated muchly his volubility.

Midnight concerts were held at the Granby hotel on both nights and such well known talent was on hand as "General" Sherman, Tom Morrow, R. B. Griffith, Monsieur Billouez, etc.

Fred Meinzer can't have a good time himself unless he is sure everyone else is having one. He had a good time.

Everybody agreed W. H. Miner was a model host and that Secretary Macaulay looks well sitting at the end of the table.

No speech-making, said Host Miner. We came here to eat, not to talk. The boys then proceeded to break a few records, but we won't mention any names.

We all admit there are some dandy girls working in the Miner factory. For further particulars apply to Messrs. Hogarth, Jackson (which ever one you think is the right one), Sherman, Poulin, etc.

C. A. Davies was on the job as usual and helped to make things lively.

Sid. Sherman ought to give Harry Lauder a run for his money.

One of the boys says there is no more chance of a fellow not enjoying himself at the convention than there is of Pete Gauthier taking a chance and playing poker against Tom Morrow after witnessing those card tricks.

As W. H. Miner says, Host Lynch of the Windsor is to be congratulated for the way he handled the banquet.

'Twas in dear old Granby.

M. 5484



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



To Play the Game Well

Each year adds to our list shoe manufacturers who are playing the game for all it's worth, and playing it safely.

Here's one :

" A shoe factory making men's wets, have used on an average of two thousand pairs of Columbia Fibre Counters per day for nine months and haven't had a single pair returned—some record"—and if they did, we would pay for every pair that was returned.

(Customer's name on request)

There's money for you in playing the game safely

Columbia Counter Company
347-349 Congress St. BOSTON, MASS.

CANADIAN REPRESENTATIVE

MONTREAL

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SAN FRANCISCO—N. W. & A. L. Freidman 717 Market St
CINCINNATI—Geo. H. Mugavin Co. 117 Sycamore St.
AUSTRALIA—H. J. Herbert & Co. 9 Hamilton St., Sydney
CUBA—Pedro Gomez Cueto Co. Tenicuta Rey 19, Havana
PHILADELPHIA—Granville S. Brotherton Burlington, N.J.
ST. LOUIS—Patton-Korndorfer Leather Co. 16th & Locust St.
ENGLAND—Albert Pemberton & Co. 17 Belvoir St., Leicester
BUENOS AIRES—American Representations Co. Tacuari, 1158

We Specialize on
**GALLOON BINDINGS,
TASSELS AND TRIMMINGS**

for Baby Shoes

Established
in



1900

Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
Lincoln St., Boston, U.S.A. Everett

If

you want the
best material
and workman-
ship ask for



No. 14—10 in. leg

**John Bull
Larrigans
and
Leggins**

Made by

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

THE
Robson Leather Co.
LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box
Sides, Velours Sides, Gun
Metal Sides, Heavy Storm
Leather of all kinds in
Chrome and Combina-
tion Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

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
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THE
WM. A. MARSH CO.
LIMITED

*Manufacturers of
Fine Boots and Shoes*

QUEBEC

Box Toes and Heels
OF ALL KINDS
WE GUARANTEE THEM

When you use our box toes and heels you
are insuring satisfaction in these depart-
ments. Write for samples and information.

J. E. DUPRE The A. BAILLARGEON
Montreal Box Toe Co.
ESTABLISHED 1904

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.
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LINEN THREADS

For All Kinds
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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
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LUCIEN BORNE

Manufacturer of
GLAZED KID

SALES ROOM
491 ST. VALIER STREET

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MONTREAL OFFICE
152 NOTRE DAME STREET W.

W. H. Staynes & Smith,

HIDE and LEATHER
FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

Leicester, Eng.

and at Kettering, Northampton
Frankfort-on-Maine.

Cable "HIDES," Leicester.



SEND FOR
SAMPLES AND
PRICES

GENUINE FIBRE COUNTERS

NOW "MADE IN CANADA"

EQUAL TO THE BEST

Our new line is a thoroughly "Made in Canada" one. The fibre board used in making up the counters is manufactured by us at Chambly Canton (near St. Hyacinthe) so that not even the raw material we use is imported.

Our Fibre Counters are Guaranteed to Out Wear The Shoe.

Duclos & Payan

FACTORY AND OFFICE: ST. HYACINTHE, P.Q.
STORE: 224 LEMOINE STREET, MONTREAL.

Tanners of Chrome Side Leather, Box Sides, Velours, Matt and Waterproof Sides, Chrome Soles.

SOLE LEATHER

Established Over Half a Century



OAK—"TRENT VALLEY"

Non-acid. "Tests up." Is reliable.
In Bends, Backs, Sides, Bellies.

HEMLOCK—"PENETANG" and
"EAGLE"

TAP SOLES—We stand behind every
dozen.

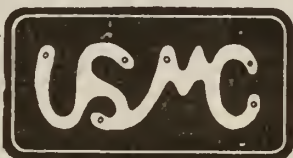
THE BREITHAUP T LEATHER CO., LIMITED

BERLIN

ONTARIO



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 SPRING 1916



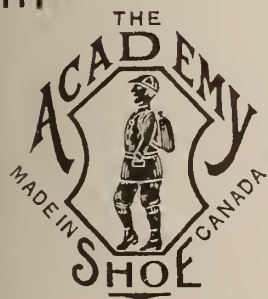
Gun Metal Circular Vamp Bal. Double
Stitched Tip, Single Sole Welt

- “SIR KNIGHT”
- “PATHFINDER”
- “CANADIAN GENTLEMAN”
- “ACADEMY”
- THE BOYS' SHOE

In a short time our representatives will be on their way to you with the most complete line of Men's and Boys' Footwear we have ever sent out.

Our Men's Classy Shoes retail at from \$4.00 to \$5.00. Our Boys' lines from \$3.50 to \$4.00.

An excellent margin of profit makes these brands the most desirable on the market.



THE JAMES MUIR CO.

MONTREAL



JAMES F. CLARK, Treasurer

And Note This

These lasts are absolutely widths and patterns designed to follow them and not lasted or cut up or down a half size to get the widths.

NOW READY

Our Line of Narrow Widths

Every jobber in Canada should see this range—YOU should see it. A more attractive or complete assortment in women's fine McKays has never been shown in the Dominion.

CLARK BROS., LIMITED
ST. STEPHEN, N.B.

All Widths—A, B, C, D^{and} E On Six Popular McKay Lasts

In all probability we are the only shoe manufacturers in Canada, and possibly on the continent, carrying ALL the different widths on as many McKay lasts.



JOHN F. CLARK, President

Established 1888

SEPTEMBER 1, 1915

Published Twice-a-Month

THE SHOE & LEATHER JOURNAL



THE IMPOSING NEW FRONT OF REGAL BOOT SHOP
WINNIPEG

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



BRITISH MADE

**What
We Have
We'll
Hold!**

But please **HELP** by giving us an **EARLY HOLD** on your order.

Owing to the **GREAT WAR** the difficulties of getting materials and skilled labor keep increasing.

Please Order Early

If you expect to get your goods **AT ALL** for next season. If you delay you may find yourself in the unfortunate position of not being able to **HOLD YOUR** trade in

TRICKETT'S SLIPPERS

Which you know is a sure and profitable line.

Prod Up Your Jobber

If he has not yet shown you our new lines.

LARGEST SLIPPER MAKERS IN THE WORLD

SIR H. W. TRICKETT (1914) Limited
WATERFOOT, near Manchester, England

J. S. Ashworth, 16 Manchester Bldg., Toronto, Canadian Representative



Our
MARY JANE

THE POPULAR
CHILDS' SHOE

Our Representatives:

- JOHN SCOTT,
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Western Provinces
W. C. MYERS,
Western Ontario
W. S. PETTES,
Eastern Ontario
J. G. RIEL,
Montreal and
Quebec
J. A. PERRON,
Quebec Province
C. A. LEBLANC,
Maritime Province
P. A. DOIG,
Sales Manager

A FACT—WORTHY OF NOTE

The retailer who during the past season carried a full stock of children's shoes, profited by his good judgement. His experience can be yours.

There is no question as to the wisdom of carrying a full stock of "Star Brand Shoes." They are for the "Little People" whose necessities command first attention.

Before placing for spring—See our samples.

STAR SHOE LIMITED - MONTREAL

Our Lines

McKAY SEWN

For
BOYS, YOUTHS
GENTS, and
LITTLE GENTS.
GROWING GIRLS,
MISSES, GIRLS
and CHILDS

TURNS

For
BABIES, INFANTS,
GIRLS, MISSES,
and GROWING
GIRLS

OVER 200
DIFFERENT LINES

The Password is "Classic"

"Classic"

Shoes
For Women
and
Children



Now for the Big Spring Push—the overwhelming movement of the "Made-in-Canada" Shoe Allies.

The crisis through which Canadian national life is passing has made it more evident than ever before that manufacturers, merchants and consumers should unite in a cohesive effort to conserve the industrial interests of the Dominion.

So far as "CLASSIC" Shoes are concerned, we have made great progress in driving home the **fact** that no shoes for women and children ever imported from a foreign country are superior to our own product.

And more—that mighty few imported shoes are even **equal**.

The shoe merchants of Canada, and the people whom they serve, are rapidly coming to the conclusion that in "CLASSIC" shoes they are offered absolutely the finest styles and best values in all shoedom.

GETTY & SCOTT, Limited
GALT ONTARIO

For the Spring Campaign

So, the "imported" fallacy has been "scotched."

And the "CLASSIC" range for spring will **kill** it.

We **know** it will.

Positively no words that we could use will adequately describe the beauty, the richness, the wealth of variety, the all 'round **completeness** of the "CLASSIC" range for spring.

It is incomparable.

And it furnishes an opportunity for every dealer in Canada actually to **increase** his sales possibilities by making his women's and children's shoe section exclusively "Made-in-Canada," through the medium of "CLASSIC" Shoes.

See the "CLASSIC" range at your earliest opportunity.

"Classic"

Shoes For Women and Children



GETTY & SCOTT, Limited
GALT **ONTARIO**



BOOTS SHOES AND RUBBERS

ROBINSON'S SPRING RANGE

will give you a wider variety from which to choose than is possible with any other Canadian Shoe House.

Remember this immense warehouse stands ready at all times to supply your smallest as well as your largest demand.

Place your Spring Order with one of the Robinson Salesmen, and ensure satisfaction.

BOOTS 184 JAMES ROBINSON 185 SHOES
MONTREAL



A firm that has been successfully making shoes for over a century has passed the experimental stage. The most conservative retailer may accept its style forecasts as being accurate.

Bell Shoes have been made continually since 1814. Spring 1916 models now being shown.

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 Winning Line

“Murray-made”
FOR MEN



Our salesmen are now out with the finest range of shoes we have ever shown. There are 125 lines retailing from \$4.00 to \$6.00, including four right up-to-the-minute new lasts in our men's welted shoes that will be money-makers for you.

In our Women's welts, which retail from \$2.50 up, we have placed two new lasts which are the latest word from the world's style centres. They are wonderfully attractive models. Be sure to see these samples.

The
Murray Shoe Co., Limited

London : Ontario

Montreal Branch: FRANK J. McKENNA, Sole Agent
Read Bldg., St. Alexander and Jurors Streets

For Spring Selling

“Derby”

FOR MEN

“Cleo”

FOR WOMEN

For the past six months we have been perfecting our women's McKay department in which we are now prepared to turn out shoes which are equal to anything made in Canada or imported. Our reputation as welt shoe makers will be a guarantee to you of our ability on McKays.

Our prices are made so low that no retailer can fail to take advantage of them, if he is desirous of looking after his own best interests.

Do not fail to see our McKay samples before placing your order.



The
Murray Shoe Co., Limited

London : Ontario

Montreal Branch: FRANK J. McKENNA, Sole Agent
Read Bldg., St. Alexander and Jurors Streets



REGAL SHOES

The Regal Road to Bigger Business
is the straightest and smoothest road open to the shoeman.

You can accomplish more in a year with the Regal Shoe Agency than in three years of planning and plodding with other lines.



Regal Shoes have attained a world-wide fame for exclusive style and perfect quality that is strengthened by every additional pair sold.

And then—the Regal service! **35 new styles always in stock** for **instant** delivery. Not much danger of the Regal shoeman losing a sale with a service at the back of him like this.

Regal Shoes Are Made in Canada

Only one merchant in a town can get the Regal line. If your locality is not yet **Regalized**, write for our plan.

REGAL SHOE CO., LIMITED

IN STOCK DEPARTMENT

102 Atlantic Avenue

Toronto, Ont.



J 302 O
 Women's Welt Boot, 7 in. height, patent, Belmont last, black cloth top, button, patent circular fox and back stay, plain toe, leather half Louis heel. AA—4 to 7; A—3 to 7; B, C and D—2½ to 7.

\$2.75

The New Fall Boots Are Ready

Here are five attractive styles that are going well in Canada. We offer you a prompt service on them, as we have them in stock.



J 314 T
 Women's Welt Boot, patent, Belmont last, black cloth top, 7 in. military lace, patent fox and back stay, plain toe, leather half Louis heel. AA—4 to 7; A—3 to 7; B, C and D—2½ to 7.

\$2.75



J 342 T
 Women's Welt Boot, 7 in. height, bronze kid, Belmont last, bronze brown cloth top, brown ivory buttons, bronze kid circular fox and back stay, plain toe, leather half Louis heel. AA—4 to 7; A—3 to 7; B, C and D—2½ to 7.

\$3.25



J 0327 F
 Women's Welt Boot, all mat kid, Belmont last, ¾ fox, button, tip, 1¼ spool heel. A—3 to 7; B, C and D—2½ to 7.

\$2.75



J 0308 J
 Women's Welt Boot, patent, Belmont last, mat kid top, ¾ fox, button, tip, 1¼ in. spool heel. AA—4 to 7; A—3 to 7; B, C and D—2½ to 7.

\$2.75

Our new catalogue of shoes in stock for Women, Misses and Children is just out.

It shows 46 dependable, steady sellers that will help you to keep your sizes complete on your best selling lines.

Your request will bring you a copy by return mail.

UTZ & DUNN CO.

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Los Angeles Office

602 Lankershim Bldg.
 Los Angeles, Cal.
 G. C. McATEE
 Representative

New York Office

200 Fifth Avenue
 S. A. McOMBER, Representative

Denver Office

218 Charles Bldg.,
 Denver, Colo.
 RICE & TIGER
 Representatives

MEDIUM GRADE


GOODYEAR WELTS

See the line — the shoe will do the rest



For the combination of shoe style, supreme foot comfort and all round good service is what sells the



DRUMMOND SHOE FOR MEN

Very shortly the Drummond Shoe Salesmen will go out with complete sample assortments of the new season's range. See them. They are worth seeing. Every shoe is made of perfect material. They will enable you to make substantial profits on quick sales.

Every Drummond Shoe is produced in a thoroughly modern factory equipped with all the most scientific machinery for assuring perfect work and finish. One line only—Medium Grade Goodyear Welts—is produced, thus doubly assuring perfection by specialization.

Drummond Shoes are properly balanced and have that smart, catchy appearance that invariably attracts and pleases the eye, while its perfect fit, solid comfort and long wearing qualities enhance your reputation with every customer.

DRUMMOND SHOE, LIMITED
DRUMMONDVILLE, QUE.

Judging By Orders Coming In C.N.W. Shoes Are RIGHT



Patent Button, Black Cloth
Top, Plain Toe, Special Heel,
Last 60—Welt, Turn or McKay



Patent Cross Strap
Pump, Last 56—
Welt or Turn

OUR salesmen, who are now out with a complete range for Spring, are meeting with the most gratifying reception everywhere. And not only that—but they are **getting the orders**. This is one more proof that we are producing what the trade wants—

C.N.W.

Quick-Selling Styles and
Convincing Values in

C.N.W.

Women's Fine Shoes Welts, Turns and McKays

THIS is the line that you really ought to see—there's a vim and dash about the styles that is quite unusual, and undeniably fascinating. Fitting qualities are superb. And as for prices—well, see the range, and **note what you are offered**.

We **know** that our prices—**quality considered**—cannot be beaten by any house in the trade.



Patent Pump, Fancy Quarter,
Last 56—Welt or Turn



Patent One Strap Pump, Last
60—Welt, Turn or McKay

C. N. W. Shoe Co., Limited

Women's High-Grade Shoes Exclusively

LONDON, ONTARIO



The Slater Shoe Factory



In Stock Line
No. 540
\$5.00 Value



In Stock Line
No. 541
\$5.00 Value

SLATER SHOES

Are full values, and the Spring 1916 Models are the last word in style, fit and quality. A surety for quick and profitable selling at right prices.

In Stock Department

Twenty-five popular priced lines have been selected and catalogued for this department to enable our customers to keep their lines constantly filled.

Service

Orders for "In Stock Goods" shipped the day they are received. Write for catalogue.

THE SLATER SHOE CO., LIMITED
MONTREAL



The men who get the business with
FRANK W. SLATER'S
"STRIDER" SHOE



A. J. PINSONNEAULT,
 Quebec Province

One of them will call on you shortly to demonstrate the snappiest lot of Money Making Welts for Men and Women we have ever turned out. Lines that are Solid Satisfaction Givers to the Consumer, that appeal to men of conservative habits and refined taste, with just enough snap and ginger to win the favor of the fastidious sport.



F. J. SHARPE,
 Province of Ontario



W. J. GARD,
 Maritime Provinces

Six new Lasts on the Spring bill and they're winners everyone.

As an extra we have added a limited range of Women's McKays, all solid and made on Lasts up to the minute. McKays with that smoothness and flexibility that is so much talked of and so hard to get. Best of all, they are priced to allow a splendid profit and still retail at the popular demand.



E. A. MARCHILDON,
 Montreal Island



JOHN SCOTT,
 Manitoba & British
 Columbia



S. A. McLEAN
 Saskatchewan and Alberta

Talk it over with one of the Boys.

The Eagle Shoe Co., Limited
MONTREAL, QUE.



TEBBUTT SHOES FOR SPRING

will be as popular as ever because of their sensible, comfortable and up-to-date lines.

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909 NON
 PERSPIRO

Any shoe that has the health features and wearing qualities of the DOCTORS and PROFESSOR Shoes cannot help but sell, and only these two famous brands successfully combine these features.

*THE
 Professor*
 PAT. NO.  119409
 GOLD CROSS
 SHOE

They should be represented in your stock.

THE TEBBUTT SHOE & LEATHER CO.
 LIMITED
 THREE RIVERS QUEBEC



DO NOT

be persuaded into placing an order for your

1916 Spring Outing Shoe

requirements before you see the complete new

LIFE-BUOY

Range of Samples.

Special features that have not been shown before by anyone



Added Selections in Lasts and Styles

Also several serviceable lines for all-year-round wear.

A Life-Buoy Salesman will call on you in ample time. **WAIT FOR HIM.**



BIG SAVINGS FOR MANUFACTURERS IN SHIPPING

90%

SAVED IN
STORAGE SPACE

50%

SAVED
IN ACTUAL
PACKING TIME

20%

OR MORE SAVED
IN FREIGHT
CHARGES

20%

CHEAPER THAN
WOODEN BOXES

Would you continue shipping your products the way you are doing now if we could prove that there is a better and more economical method? Probably not, for every business man must be on the continual lookout for opportunities to cut his expenses and improve his service to customers. For this reason, you owe it to yourself to investigate the advisability of using the

MARTIN

Corrugated Fibre Board

SHIPPING CASES

The actual saving they make possible in your business is the main reason why you should use MARTIN SHIPPING CASES; but there is also a supplementary reason in that

THEY ARE AN ALL-CANADIAN PRODUCT

This firm has no affiliation with non-Canadian concerns. Its capital is Canadian; its factory is Canadian; its workmen are Canadian, and its profits remain in Canada. If you believe it is a wise thing to support Canadian industry, when price and service permit, then get quotations on **Martin Corrugated Fibre Board Shipping Cases**.

Your Inquiry is Solicited.

Martin Corrugated Paper & Box Co., Limited

Factory and Office: 353 Pape Avenue, Toronto

You'll never get "in wrong" when
your Stock is "JUST WRIGHT"



The Just Wright
MADE IN U.S.A. SHOES

"Club" No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
7/8 Newark Heel. Sizes C 5 to 10½, D 5 to 10½.

Stock No. 207—Same in Tan.

Stock No. 208—Same in Nut Brown.

And you can always keep it "Just Wright" by using our "In-Stock" service. Complete assortment of "Just Wright" easy sellers in *all* sizes, *always* in stock.

Our Salesmen are now out with the new Spring Line. It will pay you to see them. If you have never seen our Samples, a card will bring our man to you.

OUR "IN-STOCK" CATALOG IS ABOUT
THE HANDIEST ARTICLE TO HAVE ON
YOUR DESK. WRITE FOR A COPY

E. T. WRIGHT & CO., Inc.

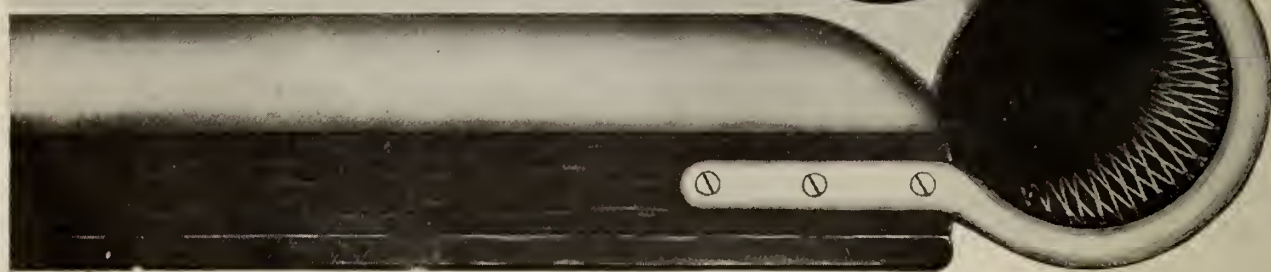
ST. THOMAS, ONT.

ROCKLAND, MASS.

PUSH "NUGGET"

AND **POCKET** THE

PROFITS



Our sales are away ahead of 1914. Make a display of "Nugget"
Shoe Polish in your window and on your counter and watch it sell.

THE "NUGGET" POLISH CO., LIMITED

9, 11 and 13 Davenport Road - - - Toronto, Ont.

Tetrault
Always Has It First

Tetrault Scores Again!

Our New "VULCANITE" Sole

is the Right Dope for Next Spring

A new composition which enables us to place with you a line of spring oxfords or high cuts which will give better value and appearance than rubber sole, and enable you to show something new that will give entire satisfaction. Our prices on this line are lower than any other maker's.

NEW SPRING LASTS

"TRIPLE ENTENTE"

As a dressy shoe for street or evening wear there is nothing that can touch it. Its quiet elegance will surely appeal to every lover of good shoes. It has a medium round toe and heel, comes in gun metal, bluc. bals, dull calf top, also in patent and tan, button and lace.

"AERO"

Another classy last, typical of our Spring range, a gun metal bal, whole fox, matt calf top, with a medium round recede toe, low and flanged heel, and beaded tip—bound to be popular.

Tetrault Shoe Mfg. Co.

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

331 Demontigny St. East :: Montreal

Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.

United Shoe Machinery Co. of Canada

122 Adelaide St. W.,
TORONTO

MONTREAL
QUE.

492 St. Valier Street,
QUEBEC



The Brand Sells the Shoe

KINGSBURY AMERICA'S BEAUTY CANADA'S PRIDE

Why not secure the advantages that always go with the Kingsbury brands? We are the leading manufacturers of women's footwear in Canada, and as such have built a demand for Kingsbury lines. Why not rely on brands that have already established an enviable reputation? By so doing you are insuring yourself against slow-selling lines and "shelf-warmers."

You, Mr. Retailer, can find just what your trade demands in our Spring 1916 range — every shoe a splendid seller.

IF YOU HAVE NOT YET
JOINED THE RANKS OF
SATISFIED KINGSBURY
RETAILERS, DO SO NOW.



Kingsbury Footwear Company

Specialists in Ladies' Footwear

LIMITED

Montreal

THE AMES-HOLDEN SHOE

A LEADER FOR SPRING 1916

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 the same A1 quality and genuine worth that have always been a feature of their manufacture in the past is again apparent.

Our In-Stock Service

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 SHOE

MONTREAL
WINNIPEG

ST. JOHN
EDMONTON

TORONTO
VANCOUVER

GREYHOUND OUTING SHOES

SEASON 1915-1916



Miner salesmen will soon be showing the most up-to-date and complete range of Outing and Sporting Shoes shown in Canada.

The Miner Greyhound Tennis Range has been increased fully fifty per cent.

See Miner samples before you place.

A SHOE FOR EVERY PURPOSE AT A PRICE FOR EVERY PURSE

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.
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.
Congdon, Marsh, Limited	-	-	88 Princess St.,	Winnipeg, Man.
Congdon, Marsh, Limited	-	-	-	Edmonton, Alta.
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 G.V.O. Solid Leather Shoes

The Range for the Spring Season 1916, now in the hands of our travellers, should be seen by every shoe merchant who is looking for really exceptional values in solid leather shoes.

Our idea of exceptional shoe value consists of:—

Flawless materials, put together with expert skill, resulting in a shoe that looks well, fits well and wears well, at a price that yields the merchant a good margin of profit.



Examine our Spring range, and you will find conclusive evidence that OBERHOLTZER VALUES are exceptional.

G. V. Oberholtzer Company, Limited
Berlin - Ontario

Factory Resources For YOU, Mr. Jobber!

This is where we make the famous **“EVERYDAY” SHOE**

Your customers will be still more appreciative of your service if you sell them the “EVERYDAY” Shoe — the shoe that is built primarily for

**Satisfactory
Wear**

A comprehensive line; Men's, Boys', Youths', Misses', and Children's Shoes in Elks, Box Calf, Storm Calf and all kinds of side leathers. Every detail of make and finish is the subject of unremitting care, resulting in a product of genuine merit that you will be glad to have your name and fame connected with.



The T. Sisman Shoe Co., Limited
Aurora = = Ontario



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.



LET "SERVICE" BE YOUR "BUY" WORD

WHEN PURCHASING RUBBER FOOTWEAR
OR TENNIS SHOES

You cannot "serve" your customers well unless you, in turn, are given real "SERVICE" by the manufacturer from whom you buy.

Real "SERVICE" not only means prompt deliveries and courteous treatment; it also includes salable and stylish goods of high quality and excellent workmanship.

WE PROVIDE "REAL" SERVICE

Our line-up is complete, our quality is unexcelled, and our prices are right. Let us show you what we can do.

IT IS OUR DESIRE TO SERVE YOU



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

Published Twice a Month

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TORONTO, SEPTEMBER 1, 1915

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Best Methods of Buying New Spring Shoe Styles

Early Ordering is Desirable and may be Safely Undertaken this Season—Conservatism and Moderation in the Line of Offerings Make Prompt Purchasing Less Perplexing or Hazardous than Usual—Study the Wants of Your Customers, Analyze Your Trade and Find on What Ranges You Have Done Best

What styles to buy for spring in the line of shoes—that is the question?

It is easier to criticize and to point out defects than it is to suggest practical plans or offer effective and helpful advice.

Buying perplexes every retailer, at least twice a year—and with the rapidly recurring alterations in fashions, it has worried him more during the past season or two than at any time in his career. Style, like capital, may take wings and flee in the night. It is the most sensitive, evanescent thing ever created. And why does style change so rapidly, and sometimes assume such grotesque and eccentric shapes, forms and patterns? No one has ever been able to thoroughly solve this problem.

The shoe manufacturer blames the retailer for eternally demanding something nice and fresh, and the latter upbraids the former for creating different combinations of leather and cloth, just to sell his lines. The manufacturer passes the censure on to the last and pattern makers, and they rejoin that it is the restless disposition and relentless rivalry of leading factories to create something distinctive, which causes them to cater to the foibles of femininity who also has to bear the brunt of criticism for the ever-recurring variations in footwear. Then, the high-class, exclusive boot shops of New York City and other metropolitan centres are not held guiltless. It is reported they are in league with the creators of costly pedal toggery, and that this silent, mutual understanding, causes the waves of fads and fancies



PATENT LEATHER PUMP,
BARREL SHAPED FORE-
PART, DULL CALF QUAR-
TERS, LOUIS HEEL. BY
SMARDON SHOE CO.

to sweep over the country, only to die, after a very brief existence.

The Danger of Extremes

Like others of an investigating turn of mind, the SHOE AND LEATHER JOURNAL has for years been endeavoring to find out who is responsible for the over-night changes that came upon the footwear world a few months ago. Never

does the pendulum of fashion swing strongly in one direction and remain there for any length of time. Then a reverse sets in, and the pendulum is often inclined to move decidedly the other way, and, instead of the gay, attractive



DULL CALF BAL, RECED-
ING TOE, LOW HEEL ON
NEW LAST. BY HARTT
BOOT AND SHOE CO.

and artistic, we have severely plain, stereotyped and purely mechanical productions. There is, of course, a happy medium, but it is only through the evolution of extremes that the best and most pleasing effects are produced. This year, while the majority of creations are plain, they are at the same time neat and dressy, and are relieved by little touches of white or subdued color, which add a refinement and grace to the models presented for the consideration of buyers of women's footwear.

In two previous issues of the SHOE AND LEATHER JOURNAL, the style situation for the coming season has been reviewed, and opinions given as to what would be the prevailing modes for the coming spring and summer. Particulars of an interesting character were furnished relative to the type of toes, heels, leathers and lasts that would likely find favor. It is not necessary to review these at any length, but merely to point out that apparently it is both safe and prudent this season, for the retailer to give good-sized spring and summer orders, so that the manufacturer may be given every opportunity, support and encouragement to do his best and afford early purchasers prompt delivery, reliable goods, and efficient service.

It is well known that the style creations in women's footwear, have run to such heights and depths, that for a season or two at any rate, the folly is apparently over. One

may purchase ahead with perfect safety and with a reasonable assurance, that no mushroom or freak fashions will spring up, upset all calculations and make the operation of placing orders one fraught with as much difficulty and danger as crossing a stream on a slack rope. This time the retailer may walk over the bridge. So far as can be learned, there are not likely to be any sudden torrents to sweep away or swollen currents to undermine the structure. And it is a good thing, too, that styles are more staple in character, for, after all, while considerable money may be made on novelties and show-shoes in the larger centres across the border, conditions are not the same in Canada. With the exception of probably half a dozen cities, and two or three shops in each city, the great proportion of the average dealer's business is done on staple lines, "bread-and-butter" creations as they are properly called. The number of people who prefer the outlandish and the outre is relatively small. Ninety per cent. of all buyers go along certain, well-defined lines, with little variation—and the shoe merchant who has been in business for years, knows pretty well what his trade desires and of what lines the larger purchases consist. This should be his guide in buying. When he steps aside from the beaten path of conservatism and experience, he is apt to encounter a snag. It may be smart to take chances in venturing on hitherto unexplored style routes, just the same as a man may take a flyer on the stock market, rush in front of a rapidly approaching automobile or leap from a moving train, and get away with it, but, sooner or later, disaster results.

Use Good Judgment and Common Sense

In buying footwear, it is well to listen to all that the various style authorities have to say; pay attention to the views of each traveler and harken unto what the other fellow offers in the way of advice. Then weigh matters carefully and form your own conclusions—exercise thought and judgment. Do not be led around by the nose, or carried about by every breath of passing opinion. The man who thinks for himself and then comes to intelligent, definite determination, who does not oscillate or vacillate, is the one who is right in the great majority of instances, and at the end of each season has less dead stock and fewer shelf warmers. There is no money in being caught with a lot of out-of-date stuff on your hands. Better run a little shy on certain styles than over-do the thing. "Think for your-



PATENT PUMP, WHITE PIPING, SMALL ORNAMENT, SPOOL HEEL. BY WOELFLE SHOE CO.

self and act for yourself," is the advice an old shoe merchant handed out this week.

"Yes," he said, "I have always been content with doing a moderate amount of business, and have made a good fair profit, and now I have enough to retire with a comfortable competence. I am not wealthy, and during my 27 years in the shoe game, I have seen fellows start off with a bang and a roar that would give many others cold feet, but I have always discovered that such noisy individuals never

lasted very long in the struggle. They may flourish for a while, or endure for a season, but that is the end of them.

Specialize in Your Buying

"Do not try to make too good a fellow of yourself by buying from everybody. Confine your purchases to a few widely known and recognized houses. It is better to special-



GLOVE KID BUTTON BOOT, GYPSY SEAM, HALF LOUIS HEEL, MODERATE POINTED TOE. BY BLACHFORD SHOE MFG. CO.

ize, for it stands to reason that no one firm can make all classes of shoes with the necessary style, fit, finish and workmanship and give you the best price on everything. I could tell you much more, but I think that experience is the best individual teacher with each one of us. What might have guided me to the goal of success, might prove a stumbling block in the pathway of another."

Talking of styles, a leading Ontario shoe manufacturer who went down to New York, not long since, to learn all about the latest conceptions in footwear, had an amusing experience. He visited some of the most exclusive establishments in the metropolis and, of course, saw some creations that were absolutely new—things that were presented for the very first time—but when asked how this model was going, the reply would be: "Oh, that is dead." Then, coming to another style, he inquired about that. "Oh," was the response, "the rush is over on that also." Then he was looking at some beautiful colored kid button boots, and when he interrogated how they were moving, the manager replied: "Oh, they are dead too." And thus the farce was continued until the visitor asked what was moving, or likely to move, and the manager was not able to give any satisfaction.

When is Certain Style Dead ?

It seems to be about as popular a cry to raise that "such and such a thing is dead" as it is to say, "Oh, that is all the go." Of course, one can sympathize to a certain extent, with the viewpoint of these high-class, exclusive footwear houses. They introduce something to the trade—get a long price for it, and women of wealth and fashion wear the new model for a short while. Then manufacturers of the more popular priced lines of footwear, always on the lookout for something to copy or imitate, start making the new combinations or producing the new effects. The result is that instead of the creation being exclusive and characteristic, it becomes common property, so to speak. The middle classes get to calling for this line of shoes, and then the high class shop has to move on to something else, so that what appears to be popular with the great mass of people,

(Continued on page 42)

Declares That Next Season Will Be Good Staple One

Leading Eastern Manufacturer Says that Ninety Per Cent. of Purchases for Spring Will be on Staple Patterns and Lasts—Novelties Will Take Care of Themselves and Will be in a Hopeless Minority—Some Hot Shot at Freaks

One year ago there was a "Leather Scare." Everybody predicted a very material advance, and salesmen were ordered to depart for their respective territories as early as possible in order to protect the retailer.

Everybody talked war prices. Ninety per cent. of the salesmen were on their respective territories not later than September 1st, and the merchants in general placed their future orders without the least comment.

What did they buy?

Good conservative patterns made over good conservative lasts.

So far so good.

About January 1st Mr. Wise Guy starts out and informs the September buyers that they are all wrong.

Informs them that the styles have changed, and that their purchases would not invoice fifty cents on the dollar after the season commenced.

So—they load up again on nice fancy-top boots, oxfords, etc., with sound kid quarters and a thousand different crazy combinations. When their spring shipments arrive, they commence to cuss the salesman who sold them the good conservative patterns early—and in a great many instances numerous lots were returned to the manufacturers, accompanied by a lame excuse: Patterns do not fit.

What a Change There Was

Then the season opened.

For a few weeks the consumer demanded the crazy creations—and then, all of a sudden, there was a radical change!

The extreme novelties ceased to be popular, and there was a demand for good, sensible, conservative patterns. Many manufacturers and specialty jobbers had an abundance of novelties in stock!

The demand suddenly stopped. Staples commenced to move—and the supply was very limited.

The merchant who purchased staples early, and complained, commenced to readily realize that the early purchases were excellent investments.

The ones who waited—are surely stuck on novelties!

There are, at present writing, over ten thousand pairs of unclaimed novelty patterns in the freight house of a certain manufacturing city.

At present writing staples are at a premium—and novelty styles can be purchased at forty cents on the dollar!

Safe and Sane Investment

Next season will be a staple one. Wise merchants will buy ninety per cent. of their future purchases on good staple patterns and lasts—and it will be a safe and sane investment.

The novelties will take care of themselves—and will be, and always have been, decidedly in the minority.

Conservatism will prevail.

Don't defer your future buying with the idea that by waiting you will be able to break the market—because the market will break the waiter!

Also, bear in mind that manufacturers must have ample time in which to figure shoes and keep their organizations together—and if most of the merchants defer their future purchases until late, the result will be very much more disastrous to the merchant than to the manufacturer. The manufacturer can close his factory a certain period of the year with success.

The merchant cannot afford to do this. So, Mr. Retailer, next season do not be afraid to purchase liberally on good staple patterns, and you will not have any cause for regret.

Be an optimist! Optimism is the life of trade.—Frank W. Lord, with Hazen B. Goodrich Co.



AN INTERIOR VIEW SHOWING THE DAMAGE DONE BY FIRE, WATER AND SMOKE, IN JOHNSTON'S BIG SHOE HOUSE, HASTINGS ST., VANCOUVER, ON JULY 3RD LAST. THE STORE IS NOW BEING REMODELED AND REBUILT AFTER A BIG CLEARING SALE OF THE STOCK.

This Table Informs Retailers Why Leather is Going Up in Price

It Affords an Interesting Study of the Hide and Skin Situation for the Last Eight Years
and Incidentally the Reasons for the Constantly Advancing Prices

COMPARATIVE HIDE AND SKIN PRICE TABLES DECEMBER, 1907, TO JULY 24, 1915.

	<i>Chicago Packer Native Steers</i>	<i>B. A. Dry Hides</i>	<i>So. American Packer Steers</i>	<i>Chicago Packer Branded Cows</i>	<i>Ohio Buffs</i>	<i>Chicago City Calfskins</i>
Dec. 7, 1907.....	12c.	14 $\frac{1}{2}$ c.	12c.	7 $\frac{1}{2}$ c.	7 $\frac{1}{2}$ c.	11 $\frac{1}{2}$ c.
Jan. 18, 1908.....	11 $\frac{1}{2}$ c.	15 $\frac{3}{4}$ c.	10 $\frac{1}{4}$ c.	7 $\frac{1}{2}$ c.	7 $\frac{3}{4}$ c.	13c.
Feb. 8.....	11c.	18 $\frac{1}{2}$ c.	12c.	8 $\frac{3}{4}$ c.	7 $\frac{3}{4}$ c.	13 $\frac{1}{2}$ c.
Apr. 4.....	10c.	15 $\frac{1}{4}$ c.	10 $\frac{3}{4}$ c.	8 $\frac{1}{2}$ c.	7 $\frac{1}{4}$ c.	12 $\frac{3}{4}$ c.
May 2.....	11 $\frac{1}{4}$ c.	16 $\frac{1}{2}$ c.	10 $\frac{3}{4}$ c.	9 $\frac{1}{4}$ c.	7 $\frac{3}{4}$ c.	13c.
July 25.....	15 $\frac{1}{2}$ c.	16 $\frac{3}{4}$ c.	11 $\frac{1}{8}$ c.	12c.	11c.	15 $\frac{1}{2}$ c.
Aug. 15.....	15 $\frac{3}{4}$ c.	19 $\frac{1}{4}$ c.	11 $\frac{1}{2}$ c.	12c.	11 $\frac{1}{2}$ c.	16 $\frac{1}{4}$ c.
Sept. 26.....	15 $\frac{3}{4}$ c.	18 $\frac{1}{8}$ c.	11 $\frac{1}{2}$ c.	12c.	11c.	15 $\frac{3}{4}$ c.
Nov. 7.....	15 $\frac{1}{2}$ c.	18c.	12c.	12c.	11 $\frac{1}{2}$ c.	16 $\frac{1}{4}$ c.
Dec. 19.....	16c.	19 $\frac{1}{4}$ c.	13 $\frac{1}{2}$ c.	12 $\frac{3}{4}$ c.	12 $\frac{1}{4}$ c.	17 $\frac{1}{2}$ c.
Jan. 15, 1910.....	17 $\frac{3}{4}$ c.	22 $\frac{1}{4}$ c.	16 $\frac{3}{4}$ c.	13 $\frac{1}{4}$ c.	13c.	18
Feb. 19.....	15 $\frac{1}{2}$ c.	21 $\frac{1}{2}$ c.	16 $\frac{1}{2}$ c.	13c.	11 $\frac{3}{4}$ c.	16c.
Apr. 16.....	15 $\frac{1}{4}$ c.	22 $\frac{1}{4}$ c.	16 $\frac{3}{4}$ c.	13 $\frac{1}{2}$ c.	12 $\frac{1}{4}$ c.	17 $\frac{1}{4}$ c.
May 21.....	16c.	23 $\frac{3}{4}$ c.	16c.	13 $\frac{1}{2}$ c.	11 $\frac{1}{4}$ c.	17 $\frac{1}{2}$ c.
June 25.....	14 $\frac{1}{2}$ c.	21 $\frac{1}{2}$ c.	14 $\frac{1}{4}$ c.	12c.	10 $\frac{1}{2}$ c.	15 $\frac{3}{4}$ c.
July 23.....	14c.	21c.	12 $\frac{7}{8}$ c.	12c.	10 $\frac{1}{2}$ c.	16 $\frac{1}{4}$ c.
Aug. 27.....	16c.	22c.	13 5-16c.	12c.	11 $\frac{1}{2}$ c.	17c.
Oct. 22.....	15 $\frac{1}{2}$ c.	22 $\frac{1}{2}$ c.	13 $\frac{7}{8}$ c.	11 $\frac{1}{2}$ c.	10 $\frac{3}{4}$ c.	17c.
Nov. 12.....	15c.	23c.	14 $\frac{1}{4}$ c.	11 $\frac{1}{2}$ c.	11c.	16 $\frac{3}{4}$ c.
Dec. 3.....	14 $\frac{1}{2}$ c.	23c.	15 $\frac{1}{4}$ c.	11c.	10 $\frac{1}{2}$ c.	16 $\frac{1}{2}$ c.
Jan. 28, 1911.....	12 $\frac{1}{2}$ c.	21c.	14 $\frac{3}{4}$ c.	10 $\frac{1}{2}$ c.	9 $\frac{3}{4}$ c.	16c.
Feb. 25.....	13c.	21 $\frac{1}{2}$ c.	16c.	10 $\frac{3}{4}$ c.	10 $\frac{1}{2}$ c.	16 $\frac{1}{4}$ c.
Apr. 22.....	13 $\frac{1}{2}$ c.	20 $\frac{3}{4}$ c.	14 $\frac{1}{4}$ c.	11 $\frac{1}{2}$ c.	11c.	16 $\frac{1}{4}$ c.
May 20.....	14 $\frac{3}{4}$ c.	20 $\frac{1}{2}$ c.	14 $\frac{1}{4}$ c.	12 $\frac{1}{2}$ c.	11 $\frac{1}{2}$ c.	17 $\frac{1}{2}$ c.
June 3.....	15 $\frac{1}{2}$ c.	20 $\frac{1}{2}$ c.	14 $\frac{3}{8}$ c.	13 $\frac{1}{4}$ c.	12c.	18c.
July 15.....	16 $\frac{1}{2}$ c.	22c.	14 9-16c.	14c.	13 $\frac{1}{2}$ c.	18c.
Aug. 26.....	15 $\frac{3}{4}$ c.	21c.	13 $\frac{5}{8}$ c.	13 $\frac{1}{2}$ c.	12 $\frac{3}{4}$ c.	18c.
Sept. 23.....	16 $\frac{1}{4}$ c.	21 $\frac{1}{2}$ c.	14c.	14c.	13 $\frac{1}{4}$ c.	18c.
Nov. 18.....	16 $\frac{1}{2}$ c.	22 $\frac{1}{4}$ c.	16c.	13 $\frac{3}{4}$ c.	13 $\frac{3}{4}$ c.	18 $\frac{1}{2}$ c.
Dec. 2.....	16 $\frac{3}{4}$ c.	23c.	16 $\frac{1}{2}$ c.	14c.	13 $\frac{3}{4}$ c.	19 $\frac{1}{4}$ c.
Jan. 6, 1912.....	15 $\frac{3}{4}$ c.	22 $\frac{1}{2}$ c.	15 $\frac{3}{4}$ c.	14c.	12 $\frac{3}{4}$ c.	18 $\frac{1}{2}$ c.
Mar. 2.....	15 $\frac{1}{2}$ c.	23 $\frac{3}{4}$ c.	16 11-16c.	14c.	12 $\frac{3}{4}$ c.	18 $\frac{1}{4}$ c.
Apr. 27.....	16 $\frac{1}{2}$ c.	25 $\frac{1}{4}$ c.	16 $\frac{5}{8}$ c.	15c.	13 $\frac{1}{2}$ c.	20c.
June 6.....	17 $\frac{1}{2}$ c.	26c.	16 $\frac{5}{8}$ c.	15 $\frac{1}{2}$ c.	13 $\frac{3}{4}$ c.	20 $\frac{1}{2}$ c.
July 27.....	18 $\frac{1}{4}$ c.	25 $\frac{1}{2}$ c.	15 $\frac{3}{4}$ c.	16c.	14c.	20c.
Sept. 21.....	19 $\frac{1}{2}$ c.	28 $\frac{1}{2}$ c.	17 $\frac{1}{4}$ c.	17c.	15 $\frac{1}{2}$ c.	21 $\frac{1}{2}$ c.
Oct. 19.....	20c.	31c.	18 $\frac{1}{2}$ c.	17 $\frac{1}{4}$ c.	15 $\frac{1}{2}$ c.	20 $\frac{1}{2}$ c.
Nov. 30.....	20c.	32c.	20 1-16c.	17 $\frac{3}{4}$ c.	16c.	21c.
Dec. 21.....	19 $\frac{1}{4}$ c.	29 $\frac{1}{2}$ c.	19 $\frac{1}{4}$ c.	17 $\frac{1}{4}$ c.	15c.	19c.
Jan. 25, 1913.....	19c.	30 $\frac{1}{4}$ c.	20 $\frac{1}{2}$ c.	17c.	15c.	18 $\frac{1}{2}$ c.
Apr. 26.....	17c.	28 $\frac{3}{4}$ c.	19 $\frac{1}{2}$ c.	16 $\frac{1}{4}$ c.	14 $\frac{1}{4}$ c.	19 $\frac{1}{2}$ c.
May 17.....	16 $\frac{3}{4}$ c.	29 $\frac{1}{4}$ c.	19c.	16 $\frac{1}{4}$ c.	14c.	19 $\frac{3}{4}$ c.
July 12.....	17 $\frac{3}{4}$ c.	30 $\frac{1}{2}$ c.	17 $\frac{5}{8}$ c.	17c.	14 $\frac{1}{2}$ c.	19 $\frac{3}{4}$ c.
Aug. 23.....	18 $\frac{3}{4}$ c.	32 $\frac{1}{2}$ c.	19 $\frac{1}{2}$ c.	17 $\frac{1}{2}$ c.	16c.	21c.
Sept. 27.....	19 $\frac{1}{2}$ c.	33 $\frac{1}{2}$ c.	19 $\frac{3}{4}$ c.	18c.	16 $\frac{1}{4}$ c.	21c.
Nov. 1.....	20c.	32 $\frac{1}{2}$ c.	20c.	18 $\frac{1}{4}$ c.	16 $\frac{1}{2}$ c.	21 $\frac{1}{2}$ c.
Dec. 6.....	19 $\frac{1}{2}$ c.	29 $\frac{3}{4}$ c.	20 $\frac{7}{8}$ c.	18 $\frac{1}{4}$ c.	16 $\frac{1}{2}$ c.	21 $\frac{1}{2}$ c.
Jan. 3, 1914.....	18 $\frac{1}{4}$ c.	29 $\frac{1}{2}$ c.	19 $\frac{1}{2}$ c.	17 $\frac{3}{4}$ c.	16c.	21c.
Feb. 21.....	18 $\frac{1}{4}$ c.	31 $\frac{1}{2}$ c.	21 $\frac{1}{2}$ c.	18c.	16 $\frac{1}{4}$ c.	21 $\frac{1}{2}$ c.
Mar. 21.....	18 $\frac{1}{4}$ c.	30 $\frac{1}{2}$ c.	21 $\frac{1}{2}$ c.	18 $\frac{1}{2}$ c.	16c.	22c.
Apr. 25.....	18 $\frac{1}{4}$ c.	28c.	19 $\frac{1}{2}$ c.	18 $\frac{1}{4}$ c.	15 $\frac{1}{4}$ c.	21 $\frac{1}{4}$ c.
May 30.....	18 $\frac{3}{4}$ c.	29c.	18c.	18 $\frac{1}{2}$ c.	16 $\frac{1}{2}$ c.	20 $\frac{1}{4}$ c.
Oct. 24.....	21c.	27 $\frac{1}{2}$ c.	18 $\frac{1}{4}$ c.	18-18 $\frac{1}{4}$ c.	17 $\frac{1}{4}$ c.	22-23c.
Nov. 7.....	21 $\frac{1}{2}$ c.	28 $\frac{1}{2}$ c.	19-19 $\frac{7}{8}$ c.	18 $\frac{1}{4}$ c.	18c.	22-23c.
Dec. 12.....	23c.	29 $\frac{1}{2}$ -30c.	22 $\frac{1}{2}$ -23 $\frac{7}{8}$ c.	20c.	20 $\frac{1}{2}$ c.	23 $\frac{1}{2}$ -24c.
Jan. 30, 1915.....	23 $\frac{1}{2}$ c.	32 $\frac{1}{2}$ c.	22 $\frac{1}{2}$ -24 $\frac{1}{2}$ c.	20c.	20 $\frac{1}{2}$ c.	23 $\frac{1}{2}$ c.
Feb. 27.....	22 $\frac{1}{2}$ c.	30 $\frac{1}{2}$ c.	24 $\frac{1}{2}$ c.	20 $\frac{1}{4}$ c.	20 $\frac{1}{2}$ c.	23c.
Mar. 20.....	22 $\frac{1}{4}$ c.	29c.	20 $\frac{1}{2}$ -21 $\frac{3}{4}$ c.	19c.	19 $\frac{1}{4}$ c.	20c.
Apr. 24.....	20c.	28c.	20 $\frac{1}{8}$ c.	19 $\frac{1}{4}$ c.	17c.	18c.
May 29.....	23c.	28c.	20 $\frac{1}{4}$ c.	20c.	18c.	19c.
June 26.....	24c.	28c.	21 $\frac{1}{4}$ c.	21c.	19 $\frac{1}{2}$ c.	20c.
July 24.....	27c.	31c.	22 $\frac{1}{2}$ c.	23c.	22c.	21c.

Merchants Discuss Many Important Trade Matters

Denounce Coupons and Voting Contests—Restrictions on Co-operative Societies—Action Against All Fake Advertising—Retail Price Should be Included as Part of Conditions in Trade-Marked Articles—Importance and Place of Retailer in the Community.

The tenth annual convention of the "Dominion Board" of The Retail Merchants' Association of Canada, Incorporated, was held recently at the rooms of the Quebec Provincial Board, 80 St. Denis street, Montreal. The various sessions were of much interest. The President B. W. Ziemann occupied the chair and welcomed the delegates who represented the various provinces throughout the Dominion. The secretary, E. M. Trowern, read the minutes of the last meeting, which were received and adopted. The report of the secretary was then presented, which showed that the Provinces of New Brunswick and Prince Edward Island had been added to the Board since the last convention. The membership had also increased, making it the largest in the history of the Association.

The legislative work that had been accomplished during the year was laid before the meeting, which showed that a great deal of time had been given for the purpose of protecting the interests of the retail trade throughout Canada.

A resolution expressing the grief of the members in the loss by death of the first vice-president, Mr. U. G. Boivin, of Montreal, was unanimously carried and recorded on the minutes.

Mr. J. A. Beaudry, of Montreal, treasurer, presented his report for the year, which showed a balance on hand to the credit of the Board, with no liabilities outstanding.

Several important resolutions came before the meeting for their consideration which will be acted upon by the executive at once.

Among others, the question of the Government placing a special war tax on patent medicines, which are sold by retail druggists and other merchants, and exempting other classes even from custom duties on goods entering Canada and yet are made in Canada, was warmly debated, and the Board considered that the matter could not have been properly presented to the Government or such discrimination would not have taken place. It is their intention to confer with the Government on this subject.

Adulterated Goods

Another important resolution dealt with the question of prosecuting the retailer who had goods in his possession which were adulterated and which were guaranteed by the manufacturer. This will also be taken up by the executive.

Made in Canada Goods

The injury done to staple goods in Canada and which are sold by a large number of retailers, and used by some "cut-rate" advertisers as decoys to attract customers and then make up their loss of profit on these goods, on other goods that are imported or are not advertised, came in for considerable discussion, and will be taken up with the manufacturers.

Coupons and Voting Contests

Coupons in packages and voting contest tickets also received considerable attention and legislation will be asked to protect the public against what the convention considered a system of bribery.

Shortage of Goods in Delivery by Railway and Express Co's.

This subject brought out many complaints and the executive were requested to ask the members to report all such cases to the Association.

False Advertising

Action was also ordered to be taken against any firm who falsely advertised any article so as to make it appear

different to what it was, or any plan offering goods at low rates which plan was deceptive and misleading.

Trade-Mark Goods

The necessity of having the retail price of trade-marked goods made a part of the conditions of registration was also adopted.

Co-operative Societies

A resolution was also passed requesting the Government to place the same restrictions on co-operative society companies who solicit their capital stock from the public as is applied to all friendly or insurance companies.

Buying Goods in Carload Lots

The plan adopted by some consumers of buying goods in carload lots and dividing them among themselves was shown to be detrimental both to the interest of the merchant as well as to the consumer.

Trade-Marks on Proprietary Articles

It was the unanimous decision of the convention that the retail price attached to a trade-marked article should be included as part of the conditions and stipulations of protection, the same as the other features of the article.

Wholesalers and Manufacturers Selling Direct to Consumers

This subject was considered very fully and several remedies were proposed. It was pointed out that it was such an old subject and one almost worn threadbare, that the remedy to be applied now must be lasting and effective, and it was left with the incoming executive to deal with at once.

Competition From Mail Carriers

It was the unanimous opinion of the convention that mail carriers who were employed by the Government on salary and rural routes should not be allowed to carry parcels and receive pay for the same in competition with those who are employed by the merchants.

Prosecuting Those Giving Short Weight

The following resolution was unanimously carried:—

"That whereas, no proper provision is now made either by Provincial or by the Dominion Government, to prosecute those giving short weights and measures throughout Canada, that the executive be requested to prepare a memorandum and present it to the officers of the various Provincial Boards, with the view of presenting the same to the Dominion Government, when it meets, with the approval of all concerned."

Stamping Milk Cans and Using Them for Delivery Purposes

That this meeting places itself on record as being opposed to having the Dominion Government mark the quantity of milk that cans contain on the can, as we believe that measures should not be used for the purpose of delivery.

Necessity of the Retailer in the Community

Whereas considerable discussion is constantly taking place with regard to the question of abolishing the 'middle-man,' who is commonly referred to as the retailer, or the one who stands between the producer and the consumer, and whereas a false impression has been left on the public mind, partly created through the publication of some newspaper articles published by persons who have no knowledge of the great retail problem, we are of the opinion that newspaper articles and literature should be prepared and presented to the public in such a manner that this false impression

could be removed, and we, therefore, request the executive to prepare a report on this subject and submit the same to the members of this board at an early date.

Any Unfair Treatment by Commission Agents

That this convention recommends that if any member of our Association receives what he considers to be unfair treatment from any commission agent, manufacturer or wholesaler doing business in Canada or elsewhere, that the same be submitted to this Board so that the complaint can be investigated and action taken thereon if deemed advisable.

That this convention desires to call the attention of its members to the fact that labor unions are constantly demanding fair wages and proper terms of employment for themselves, and yet at the same time they are making every effort to injure the retail trade by recommending their members to invest their money in co-operative societies, which system has proven in Canada to be unfortunate and unprofitable.

Commission of Enquiry

That this convention desires to express its approval of the action of the Dominion Government in appointing a "commission of enquiry" which will take stock of Canada's resources, facilities and financial and other conditions, with a view to arriving at a proper solution of the large problems which confront our Dominion, including those of transportation, production and distribution, in which the members of this Association from the Atlantic to the Pacific are most vitally concerned.

Among the other important matters taken up by the convention, perhaps the most important one, was the unanimous decision to have the secretary of the Dominion Board, Mr. E. M. Trowern, give his entire time to Dominion matters.

The following officers were elected for the coming year:— President, B. W. Ziemann, Preston, Ont.; first vice-president, J. O. Gareau, Montreal, Que.; second vice-president, J. L. S. Hutchinson, Saskatoon, Sask.; treasurer, J. A. Beaudry, Montreal, Que.; secretary, E. M. Trowern, Toronto, Ont.; auditor, J. G. Watson, Montreal, Que.,

WHAT TACT DOES IN BUSINESS

I smoked a certain brand of pipe tobacco. It is a "popular" brand, and by no means expensive.

One day, wishing to replenish my supply, I asked for this brand at the tobacco counter of one of the city's largest grocery stores. I received the reply:

"Sorry, but we don't keep that. I can give you some tobacco, though, that is much better. We keep only the best kinds."

It was said civilly enough. There was no thought of insult. But instantly the thought flashed into my mind:

"I wonder if all the clerks in this place are as tactless as this fellow?"

If they were, I could readily understand why, large though the store was, there were very few customers in it.

Tact is in truth a business asset of the first importance. It is so important that all business establishments should make it a point to train their employes to handle customers and prospective customers tactfully.

Some firms already do this very thing. I have especially in mind a colossal New York trading corporation, with stores located in many cities. "Be tactful" is virtually the slogan of this corporation, and the financial success it is enjoying testifies convincingly that tact pays.

To be tactful does not mean that one should be cringing or fawning. It means simply that care should be taken to avoid wounding the susceptibilities of those with whom one is dealing.

Even seemingly so small a matter as unconsciously calling in question a customer's judgment on a hat, a shoe, or a necktie, may mean ending of all business relations with that customer.

Yet there should be no abject, deferential slavishness—no obsequious eagerness to sell a man the thing he wants just because he wants it.

If his choice is really poor, if he is trying to buy something which he will eventually discover does not suit him, it is just as poor business to sell it to him as it would be to criticize his selection by word, look or gesture.

The proper course is to try—always tactfully—to turn his attention and his desire to something really more suitable, and to rouse in him a conviction that, after all, this other article is what he wanted all the time.

It is thus, and only thus, that a lasting good-will is established between customer and salesman, whether the salesman be working behind the counter or on the road.

Tact, accordingly, is one of the prime essentials of all first class salesmanship. When we hear it said of a man that he is a "born salesman," it is equivalent to hearing him described as a man pre-eminently blessed with tact.

Nor is it only as regards salesmanship that tact is a business asset. The doctor, the lawyer, the banker, the broker—every man, in short, who is dependent on the good-will of others ought to make it a point to develop the habit of being tactful.

This implies, of course, the cultivation of self-control. No man who is not habitually self-controlled can be habitually tactful.

He is sure at times to feel fatigued, worried or impatient. Unless he can keep these feelings under firmer control, he may be hurried into words or acts that are the reverse of tactful.

Consequently the development of tact involves a mental and moral discipline that has a tremendously beneficent effect, not only on a man's business ability, but on his life as a whole.—H. Addington Bruce.



W. A. LANE, MONTREAL

AN AGGRESSIVE MEMBER OF THE STAFF OF J. A. SCOTT,
LEATHER MERCHANT

What You Can Gain from Association with Others

Advantages Attending the Formation of Merchants Organizations—Certain Reforms that may be Brought About and Abuses that may be Corrected—How Many Dollars have been Saved and Local Trade Stimulated

By A. E. EDGAR

Many merchants hardly realize what the local Merchants' Association can do for them. They fail to attend the meetings and grumble when the dues have to be paid. They do not know what a great benefit these local associations can be to them.

Then there are others who will not join because they cannot see just how they are going to get a benefit from belonging. Quite often there are enough of this latter class to prevent the formation of a local association.

For the benefit of all merchants, those who do not believe and those who do not know, we will enumerate a few of the things the Merchants' Associations of the country have done for their fellow merchants.

Before doing so, we will quote the opinion of a merchant who knows something about associations of this character. He expressed himself as follows: "The man who goes into a local association to get something out of it is in wrong. It is not entirely to get something out of it that he should belong, but to put something into it. And the man who puts something into it is the one who gets something out of it."

The local association is merely a combination of merchants who agree to co-operate for the benefit of all. It is a confederation of interests for the common good of all and not a fraternity for the purpose of having all help one of their members under certain circumstances that might arise. Hence the merchant should join for the purpose of benefiting the brotherhood of merchants, rather than himself, and by doing so he directly helps himself a great deal.

Benefit of Social Communion

There are many advantages to all the merchants in a town or city where there is a live association, and one of the greatest benefits to be secured is that of social communion. Some merchants do not realize this and have no conception of the good a perfect feeling of harmony among the merchants is to the local community.

There are some merchants who do not care for social pleasures at all. They live within themselves. They are really a detriment to a community. These are the ones who should be coaxed out of their shells and made to associate with their fellow merchants.

A monthly dinner, or luncheon has been found to be very good as a means of getting the merchants to associate with each other with some degree of equality. When these "feeds" are held at restaurants and hotels where modest prices prevail they are far more successful than when held at the highest class houses. All classes, all sizes of pocket books must be considered.

The annual banquet that is made so formal and elaborate is a pleasure to a few, a torture to the many and a place to be avoided by some. Have less expensive dinners and more of them if sociability is wanted.

Another advantage of belonging to a live association and attending the gatherings is the valuable information one can get from contact with men who have the same problems to meet and overcome. It is profitable to compare notes. This feature of the right kind of an association is invaluable.

A third benefit is the co-operation of all merchants in a town. This is a priceless benefit to those who enjoy it.

Co-operation among merchants of the same class, co-operation of all classes of merchants, can a merchant conceive of anything more advantageous? By co-operation the merchants can rule the politicians of a city, by co-operation they can formulate the legislation of their local community. By means of provincial and Dominion confederation they can formulate the legislation of both state and country.

There have been some great benefits derived from the confederation of Retail Merchants' Associations, but a more perfect confederation will mean greater things for them.

Let us mention a few of the benefits Merchants' Associations have given to merchants by their own co-operation.

HE HAS WON MANY AWARDS

Richard J. Walsh, of St. John, N.B., is the man who has the honor of selecting the name "Bernice," which will be the title of the new line of women's, misses' and children's shoes manufactured by Getty & Scott, Limited, makers of the Classic shoe, Galt, Ont. He has been identified with the firm of Waterbury & Rising, Limited, St. John, for some 33 years and his work, energy and application have resulted in his rising from the position of errand boy to being a director of this widely known house. In recognition of having completed a quarter of a century service in the employ of the company in 1907, Mr. Walsh was presented with a hand-



RICHARD J. WALSH, ST. JOHN, N.B.

some gold watch and chain. He is an authority of more than local repute on store equipment, arrangement of shoe stocks, salesmanship, etc., wielding a facile pen and writing in a clear, attractive style. Some time ago he was awarded second prize for an essay on "What constitutes a good salesman" and first award for an article on "Store Furnishing and Stock Keeping." Many other honors have come to him in the course of his career. His capturing the prize for sending in the most appropriate name for the new line of shoes of Getty & Scott is his latest acquisition, and his many friends will congratulate him on his good fortune.

We can only review these briefly, and must necessarily omit mention of those of minor importance, as well as, some that are too well known to need mention.

Co-operation in many towns and cities have saved the retail merchants of these places hundreds of thousands of dollars and their profits that were formerly distributed in the shape of commissions and discounts to clergymen and other favored classes.

Fraternal societies, schools, hospitals, and other semi-public affiliations have similarly been reduced to the necessity to pay full prices for what they buy. These are run for profit and should be made to pay full prices. If the merchant has money to give away in charity let him make a donation and get credit for doing so.

Co-operation has made it possible for the merchant in some places to free himself from the petty annoyances and the frequent large losses proposed by vendors of fake and useless advertising schemes, such as local programs, purchasing of tickets, giving of prizes, etc.

Cutting Out Worthless Expenditure

The following excerpt from an address of a secretary of an active association in a city of 30,000 inhabitants shows this kind of benefit.

An agreement was signed by more than one hundred and fifty of our merchants and manufacturers relative to programs and other advertising.

"The agreement stipulates that no one shall transact business with any solicitor for advertising or the purchase of entertainment tickets, unless such solicitor shall present a sanction card issued by the Association.

"Each and every proposition shall be investigated by a

AN ALERT, WELL-LIKED SALESMAN

Arthur Coleman, city salesman for the United Shoe Machinery Co., Montreal, has been in the employ of the company for some thirteen years, and is one of the most popular men identified with the organization. He has the happy faculty of making friends when selling goods and his



ARTHUR COLEMAN, MONTREAL

advice is often sought by those with whom he comes in contact. He has watched the growth of the shoe industry from a comparatively small beginning to its present development in Montreal, where some of the finest fitted up and best equipped factories on the continent are to be found.

secret committee of three members who shall pass on the worth of the same and shall either give their endorsement and issue a card or turn the proposition down.

"During the month of December, the first month in which the agreement was in effect, there were twenty-five applicants for cards.

"Out of the twenty-five nine were issued cards, sixteen being turned down as undesirable or worthless advertising.

"It will be seen that a considerable sum of money will be saved our members during the course of the year by reason of this agreement."

Every merchant is besieged on all sides to purchase entertainment tickets, to give prizes to this, that or the other, or to take space in programs or some other equally useless advertising scheme. The besieging army being mostly from the ranks of their customers the merchants capitulate and have to pay ransom. By signing an agreement like the one mentioned all merchants, large and small, are protected from this serious menace to their profits.

Co-operation has made possible a workable credit system in many large and small communities. A member of the Rockford, Illinois, Association made a statement that at least \$50,000 had been collected in one year by the merchants that would not have been collected but for the credit rating system put in force by the merchants of that city. He estimated the savings of the merchants of Rockford as \$100,000 annually at the present time, due to the credit rating system in use.

They issue a weekly bulletin to members in which information of any character affecting the population of that city is given. A recent bulletin gives a list of chattel mortgages placed during the week; a list of justice decisions; removals in the city; people moving from Rockford; people moving to Rockford; and a list of the deceased.

Associations that have not a credit rating system should get into line for this is one of the best ways of securing direct benefits from the local association. The secretary of the Rockford Merchants' and Business Men's Association, Inc., no doubt will be glad to give full information of how they work their system.

An Iowa Association secured the trade of the farmers and the inhabitants of suburban towns by rebating fares of the out-of-town customers. The proportions of the rebate were as follows:

From 5 to 15 miles—One way with \$10 purchases. Both ways with \$20 purchases.

From 16 to 20 miles—One way with \$12.50 purchases. Both ways with \$25 purchases.

From 20 to 30 miles—One way with \$15 purchases. Both ways with \$30 purchases.

Longer distances were in similar proportions.

The merchants of one city built a free market and provided many novel features for securing attention on market

The Merchants' Association of another city secured the co-operation of surrounding communities and built many good roads running into the city.

Co-operative delivery systems in many places have saved the merchants a great deal in the cost of making delivery.

Co-operation has made the local town a place to come to, a place worth going to. It has fostered the public spirit which would otherwise have died. It has put the town on the map.

Merchants' Associations have prevented the local councils from giving away valuable street concessions and fostered municipal ownership to the benefit of all concerned.

Co-operation has fixed the time of closing, it has fostered the weekly half holiday, it has made the merchant's life a little pleasanter.

It has done a great deal more than we have space to mention. And the best of it the good work goes merrily on. Boost, brother, boost.

Demand for Kid Shoes is Growing All Along the Line

The History and Manufacture of Goat Skins and Glazed Kid—The Success of Chrome Tannage—Information on Subject that Should be of Great Interest to Retailers Who Should Know All the Facts

The increase in the use of fine black glazed kid suggests the presentation of some facts regarding the history and manufacture of kid leathers. There are some 59 different kinds of goatskins, each taking its name from the country, or section, where the animals are grown, or the port from which the skins are shipped. The principal groups and kinds are as follows:

Mexican Group—Tamicos, Mexicans.

Curacea Group—Venezuela Islands.

Brazilian Group—South American or Buenos Ayres, Chili.

Southern Europe Group—Spanish, Germans.

Russian Group—Coarse or Bucharian, Kassan.

Greek Group—Servian, pitted; Metelins, clear; Thes-salians; Macedonians.

Arabian Group—Mochas.

Indian Group—Patnas, Northwesterns, Madras.

China Group—Hankow, China.

U. S. Group—Frontier skins.

From time immemorial goatskins have been the poor man's bank in Africa and other equatorial countries. The raising of goats as an industry was first instituted in southern Africa and in Asia Minor and dates back to Bible time. For centuries the sale of skins has been a source of revenue to the nomadic tribes, particularly the Turks, who often subsist upon goats' meat and milk. In ancient times, drinking vessels were also made from goatskins.

It is, however, a material for shoes, that the subject possesses special interest for readers.

There have been four tannages of goatskins. The first,

sumac, or bag tannage, was effected by stitching skins back to back, filling the bags thus formed with sumac liquor and placing them in vats containing sumac liquor. This leather was made in several grains and a smooth, shiny finish, known as brush kid.

This method was followed by the alum tannage, successfully attempted by the French. The alum tannage required from five to six months. The greatest success in alum tanned kid was achieved by Grison, of France, and was known as Grison kid.

Combination Tannage

The demand for French kid increased to such an extent that a substitute for use in lower-priced shoes, the combination tannage, was evolved. This consisted of gambier, salt, alum and oil in varying proportions according to the season. Being a so-called gum tannage, a soft skin resulted, and because of the extent to which this tannage fed or nourished the raw material many "hungry" or "starved" skins were found available for conversion into leather for the cheaper classes of shoes. This description of upper stock achieved its highest popularity in America.

Chrome Tannage Most Successful

The present, or chrome tannage, succeeded combination tanned kid stock and to the late Henry Burk and Robert H. Foerderer credit is due for the successful introduction of chrome kid. The leather production not only supplanted French kid in this country, but, as is well known, the tannage was extended to calfskins, side leather and even sole and belting. To-day more chrome tanned kid and chrome tanned calf are shipped abroad than were formerly imported



THE DELEGATES TO THE THIRD ANNUAL CONVENTION OF THE MINER RUBBER CO. WHICH WAS HELD RECENTLY AT GRANBY, QUE. A FULL REPORT OF THE INTERESTING PROCEEDINGS APPEARED IN THE LAST ISSUE OF THE "SHOE & LEATHER JOURNAL"

in the old tannages. Chrome tanned kid as made to-day is along the lines of discoveries made in 1890.

Cultivation and Characteristics of Goatskins

With the general adoption of the chrome tannage it became possible to utilize practically all classes of goatskins and subsequently the importation of goatskins from all sections where goats are herded, began to show a decided improvement.

In each of these goat-raising regions the skins have marked characteristics, no two kinds closely resembling each other. The groups showing the closest resemblance are from India, which country produces the greatest supply. These are the hard-natured skins as distinguished from the soft-natured skins obtained from such grazing sections as South America, West Indies, Spain and Germany.

The African skins resemble Patnas in the grain. China goatskins have a heavy grain but short fibre, but the Russian skins shipped from Kassar and Bucharia, as well as skins from Belgrade, have a coarser grain and are extremely large. The hair on the latter is very long and used for making horse blankets. Hair from goatskins is an important by-product.

While the grain of kid leather is fine, admirers of such stock claim that there is no shoe leather more adaptable for city wear, owing to the soft, flexible character of the stock, which readily conforms to the contour of the foot.

As a class, shoe manufacturers have seldom accorded kid stock the consideration for high-grade footwear afforded other upper leathers. In like proportion less attention was given the style of shoes cut from kid. Of late, however, certain progressive shoe manufacturers, particularly in the East, are employing kid in connection with the most stylish, snappy boots for women, embodying attractive appearance with a degree of comfort not always accompanying the use of heavier leathers.

HE IS NOW MAJOR HARRIS

John Harris, Canadian manager of Nugget Polish Co., Toronto, is an enthusiastic military man and has just been appointed junior major in the 109th Regiment, which has



MAJOR JOHN HARRIS, TORONTO

been organized only a few months. As a lieutenant he joined the corps in December last, under Lieut.-Col. W. T. Stewart. Then, taking a special course at Niagara, he qualified as Captain, and now, on securing his Majority, many persons will extend congratulations on his well deserved promotion.

Mr. Harris has been with the Nugget Polish Co. some seven years and since coming to Canada over a year ago, has made a large number of friends. Identified with the militia in one way or another since 1896, his initial step in that direction was with the first Cadet Battalion, King's Royal Rifles, with whom he spent two years. He then joined the 28th County of London Regiment, with whom he remained six years. Mr. Harris, who has a brother at the front fighting with this regiment, next served in South Africa with the 24th Battalion, Imperial Yeomanry. He was paymaster sergeant and has two medals and five clasps. Returning to England, he spent a number of years with the Cadet corps in work of instruction, being a captain and acting as adjutant on several occasions. On coming to Toronto, his heart was still in matters military, and he has risen rapidly in the ranks. Major Harris is a gentleman of quiet demeanor, courteous and companionable.

IT WAS HARD ON THE SHOEMAN

As showing how the press and public welcome a return to more conservative and sane styles in footwear, the *SHOE AND LEATHER JOURNAL* publishes the following from an exchange:

The past season has been a trying one for the shoe retailer. He has been obliged to learn new ways, and in doing so has often felt that his past experience, no matter how great or varied, has been no guide to him. The reason for it has been the number of freak contrivances in the way of footgear, most of which have been designed for women's wear. Every other week or so a new style came out, and the relatively few extremists in the different communities insisted at least on trying them on. The way they learned about them was from advertisements in fashion papers, which declared that they were all the rage with the bon-ton. This, of course, made it necessary for every would-be stylish woman in country villages and backwoods towns to equip herself in the same way. The trouble was in finding out what was the really latest style. Woman, being, as a rule, a deliberating person, took her time in making up her mind as to the new contraption. By the time she had come to a definite conclusion and determined to get a particular kind of shoe she would usually discover that it was already out of date and that another freak had taken its place. This made her wobbly and uncertain as to choice, and when she finally took a chance she found she had made a mistake. As most women can, however, afford a new pair of shoes only once in so often, the purchasers, as a rule, made the best of it, though chagrined. With the dealer it was different. He sold generally no more pairs of shoes, but was obliged to try and keep up with the styles. As a result, he found himself with a lot of unsaleable stock on his hands. He will be more cautious next time, unless the right kind of a honey-tongued salesman beguiles him.

Another leading publication, a New York daily, observes on "The Next Shoe Style." The decree has been issued. The loud shoe must go. Exit the shoes that laced up the back and down the side, the shoes that competed with the picture hats in color effects, the shoes of blue and gold and alabaster with facings of plain black, all the curious and extreme styles which have both attracted and bewildered the observers who study human nature on the streets most frequented by the "modern" woman.

The merchant found they did not pay. On the avenue it might have seemed all the world was wearing the highly-colored foot gear. A canvas of the country shows that four women of every five stuck to the plain and less vociferous styles. So from the headquarters of the shoe men's convention there is sent forth the preliminary announcement that in the coming season shoes will be made "with toes medium, vamps medium, and heels same as this season."

STRAY SHOTS FROM "SOLOMON."



"The glory of young men is their strength," but when that strength is spent upon pleasure or vice it is woeful prostitution. "It makes me boil," said a woman who has given three sons and a husband to the great cause, "to see the droves of young men in dude's clothes who come out of the picture shows and who crowd the excursion boats while their country's existence is at stake." We don't seem to have got to the point in Canada yet when we can drop baseball and yachting to take up the sword and the rifle. All honor to those who have promptly faced the deadly guns and dastardly fumes of a desperate foe to stay the hand of the tyrant. Shame on the fellows in fancy socks and exquisite cravats who suck cigarettes and talk "skirts" while their fellows man the trenches and are at death grips with this cursed enemy of our civilization. "Be strong and show thyself a man." "Fight the good fight." It is the young man's fight.

Whether you are of eligible age and circumstances for the army or whether your "bit" consists in simply "holding the ropes" for those who hazard their lives beyond, "your king and country need you." The "slackers" are being driven to cover and the men to whom "country" means more than a place to make a living are standing forth in glorious unselfishness. The cry is for "more men." "In the multitude of people is the king's honor, but in the want of people is the destruction of the prince." These days the King stands for all that manhood, civilization and Christian liberty mean to those who see in this flood of "Kaiserism" the destruction of that freedom that has been won at such a cost of blood and treasure by our fathers. Shall the results of their sacrifice and patriotism be lost because the young men and the mature of this generation will not respond to this call to defend the most sacred rights of home and country.

It is the weak-kneed, white-livered "slacker" that does the harm. A man can harbor a healthy respect for an open enemy, but from the fellow who sympathizes but never helps "Good Lord deliver us." One of the worst curses recorded in the Old Book is pronounced against those who failed to come to the scratch in the time of need. "Curse ye Meroz, curse ye Meroz bitterly because they came not up to the help of the Lord, to the help of the Lord against the mighty." Woe to the nations who in this struggle have hid themselves behind soft words and specious excuses! Woe to the men who with folded hands have stood and looked upon the dreadful shambles that seems to mean no more to them than a pig-sticking. What have you done in this great fight? What will your children and your children's children have to say of those who watched this mightiest of earthly conflicts as they might a prize fight from beyond the ropes.

The laugh will some day be on those who heard the trumpet call and turned their backs. "Because I have called and you have refused, I have stretched forth my hands and no man regarded, I also will laugh at your calamity, I will mock when your fear cometh." Scorn is sure to get what the bullet misses. When the smoke of battle has cleared and when the finish of the conflict has come, the question will be, no matter what the result, where are the cowards who showed the white feather? As well will the finger be pointed at those who saw no occasion

for going down into their pockets for more than the price of a two-cent stamp to keep bullets in the pouches of the men at the front. What is needed before it is too late is a trumpet blast warning us that we may awaken to find our tardy support too late to be of any use to our country and the cause it represents. Both men and money are needed NOW.

The disadvantage the Allies suffer is apparently the "multitude of councillors" in which there is often wisdom but sometimes distraction. It is certainly true that as far as Germany and Austria are concerned there is only one controlling mind, and on this account the various movements seem to be executed promptly and vigorously. With the Allies there are so many issues to be considered and interests to be harmonized that this condition of affairs is telling against effectiveness. Britain is really a "butter-in" and yet she stands a chance to lose more by failure than any of the nations she is backing. She did the part that was expected of her in clearing the seas and bottling up the fleets of the enemy. She has or will put as large an army in the field almost as any of the Allies and suffers the disadvantage of being compelled to a certain extent in following their lead. "For the transgression of a land many are the princes thereof." It is to be regretted that a single head does not direct this cause.

It has remained for intelligent, evangelical England to permit its hands to be tied with the drink curse in this time of awful moment. Superstitious and ignorant Russia broke the vodka bottle on the spot; atheistic France threw away her distilled damnation without a kick. England is joined to her rum idol and it will be well if the prophetic judgment "let her alone" be not pronounced upon her. Parliament even refused to close up the few "rot-gut" factories producing vile stuff at low prices for fear of the "interests." Thus between labor unionism and liquor interests England finds the task of supplying her fleets and armies with the wherewithal of battle a greater problem than providing them with men willing to give their blood for their country. In the meantime the King has set a noble example of self-denial in banishing wine and spirits from his table. It is not a time for wine bibbing and beer guzzling. The words "It is not for kings to drink wine nor for princes strong drink" are peculiarly appropriate just now.

It is not a time, either, for hot invective and small-souled retaliation. It is natural that the revelation of German "Kultur" should be so exasperating that the bating of Germans should be popular. It is only to be expected that those whose idea of warfare is that of the sandbag, bowie knife and poison should bring suspicion upon a name with a German twist in it. Nevertheless we must be on our guard against the development of a spirit as mean and despicable as that which sees no murder in such an incident as the sinking of the Lusitania. "He that is slow to anger is stronger than the mighty and he that ruleth his own spirit than he that taketh a city." Bad names break no bones and bully-ragging wins no battles. It is for the rest of the world with set purpose and with unfaltering arm to put down this idea of culture as set forth in German philosophy backed by German frightfulness.

Solomon

Many Fine Displays at Canadian National Exhibition

The Attendance Shows Gratifying Increase—Leather, Shoe Findings and Foot Specialty Firms Have Attractive Booths—Patriotic Year Brings Forth Wealth of Flags, Bunting and Military Decorations

"Patriotic Year" at the Canadian National Exhibition, Toronto, with its military accessories, evidences of loyalty and enthusiastic welcome on all sides, is attracting an unusually large crowd from all over Canada and many parts of the United States. Go any place, the booths of the vari-



IMPOSING DISPLAY OF TORONTO SHOE FIRM

ous exhibitors are decorated with bunting, while the flags of Great Britain and the Allies are everywhere in evidence. The display naturally arouses a great deal of pride and loyalty, while the "Made-in-Canada" propaganda is receiving a wonderful stimulus. In the shoe and leather line the booths are not as numerous as in past seasons, owing to the United Machinery Company not giving a practical demonstration



THE BOOTH OF LEADING LEATHER AND GLOVE FIRM

of the Goodyear welt system in the Process Building. Two or three other firms are also missed this season, but it is expected that they will be seen again in the near future. However, there is not a vacant place in any of the buildings,

and the various booths are attractively and artistically arranged.

In the Manufacturers' Building the Anglo-Canadian Leather Co., occupies its usual corner, created of tan bark, and 1,000 dozen tap soles, heels and counters, as supplied for army shoes are seen. There are also 500 bends, backs and sides of "Maple Leaf" hemlock and oak leather, and an interesting study of the treatment of the hide from its raw state to the finished product is revealed in glass jars. Various extracts are being exhibited. The booth is in charge of W. J. Heaven, Toronto manager, and S. L. Lawther, salesman. The capacity of the Anglo-Canadian Leather Co.'s tanneries is 4,000 sides a day.

Minister-Myles Shoe Co., Toronto, have also an interesting and well-arranged booth which is supervised by C. F. Schuszler. In glass show cases are presented all the latest spring models in both men's and women's shoes, including a new Gypsy seam button boot, and another creation of blue kid, which command much admiration. Skins of the various



SHINE SIR! HERE IS THE PLACE TO GET IT.

leathers used are hung around the walls. Neat stick-pin flags were distributed as souvenirs.

A. R. Clarke & Co. have an educative exhibit showing how this establishment clothes a man from head to toe in warm, comfortable garments, while the showing of gloves and mitts and the various kinds of leather of which they are manufactured is decidedly interesting. In the centre of the booth is a huge snowball, and around it are moccasins and other articles, suggestive of the chilly season. The firm gave away as souvenirs interesting ticket cases made of Clarke's famous patent colt. Theo. Trickey is in charge.

Under the grandstand Beal Bros. occupy their usual space and display oil tan moccasins, sporting boots, shoe uppers and other lines of findings to advantage.

The Dunlop Tire and Rubber Co., in connection with their extensive exhibit of mechanical goods in the main building, show several lines of rubber heels. The exhibit is in charge of Harold W. Soper, H. C. Austen and H. B. Richard.

Gutta Percha and Rubber, Limited, also make a very

creditable showing and have lumbermen's rubber boots, leather tops, plain overs, croquets, tennis and sporting shoes, curlers' shoes and other offerings in rubber footwear. A new Maltese rubber heel, with counter-sunk nail holes, is a decided improvement on the old one. The exhibit is in charge of H. E. Wiles.

Nugget Polish Co. have their usual enterprising display in which the various polishes of the firm are attractively presented. A demonstration of the merits of the various preparations, in adding to the lustre and life of leather, was



WHERE SOLE LEATHER WAS FEATURED

given free of charge, and also souvenirs for the kiddies with each purchase. John Harris, Canadian manager, was in charge, assisted by L. R. Howard, T. W. Hart and F. B. Bollard.

F. F. Dalley Co., Hamilton, makers of the Two-in-One shoe polishes have an interesting display which is in charge of T. J. Sheridan and A. B. Pearce.

Charles Tilley & Son also make a striking exhibit of the various polishes manufactured by this firm, together with a representative display of the several lines of findings. H. Turner and J. Scarborough are in charge.

The Canadian-Arrowsmith Manufacturing Co. are right to the forefront with a display of the various orthopedic lines manufactured by them. Their "First Aid" Foot-Restur is being featured, along with other appliances, for the relief of pedal suffering and ailments. E. Poyer is in charge of the exhibit which has aroused much interest. Interesting souvenirs are being given away in the shape of small arch support stick-pins.

The Scholl Manufacturing Co., of Toronto, demonstrated the benefit of their well-known appliances and several new articles for the comfort and welfare of the feet were on view, including the new "Air-lite" arch support.

Other firms occupying space and possessing nicely decorated booths were Peters Polish Co., Goodyear Tire and Rubber, etc.

THE RESPONSIBILITY OF THE RETAILER

The three inseparable links in the great chain of the shoe industry are manufacturer, retailer and customer. Naturally the retailer being the central link standing between the producer and the consumer, occupies the most critical position and I am of the opinion that he should place his orders in plenty of time to insure prompt shipments on the part of the producer, says a leading authority in the trade.

Fall shoes should be bought not later than May 1st, and spring shoes on November 1st at the latest. The dealer can then demand early deliveries and get them. This, too, would give more time for following carefully the details of the order.

I remember one store where in hardly a season did the shoe comes in as ordered. Some detail of the order was omitted altogether, or had gone through the factory entirely different. This was due to too little time between the placing of the order and the date of shipment.

I fear just now, while the war is raging and factories are grinding out army shoes by the million pairs, and the style artists are still dreaming of new creations (side-lace and back-lace combinations galore) that too many retailers are getting lost in the shuffle. I am a little afraid they are forgetting the staple shoes which will soon come into their own—the shoes that have always been the "bread-and-butter" of every shoe dealer; the shoes that will bring your customer back with a smile, and he says, "I want a pair just like these. I got them here more than a year ago."

After all, these facts stand out clearly:

The manufacturer really and truly wants to make good shoes.

The retailer insists on selling good shoes.

The customer is anxious to buy good shoes.

So, success and happiness in the shoe game to-day are only attained when these three great links are properly and securely connected.

TENNIS GOODS SELLING SEASON BEGINS

The various rubber companies which make sporting and outing shoes are now revising their price lists for the coming selling season which will open on Monday, September 13th. The past summer has been a remarkably good one in sporting footwear of all kinds and each year sees a growing demand and in some lines it has been difficult to fill orders. The placing season for next year will be on in a few days and it is expected good business will be booked.



THE SPACIOUS AND WELL APPOINTED NEW HOME OF WIDELY KNOWN TORONTO WHOLESALE SHOE FIRM.

Best Methods of Buying New Shoe Styles

(Continued from page 30)

is often characterized by the aristocratic merchant as being "dead." It is dead, in a sense to his trade, but is very much alive with the general class of wearers. Thus, when one is speaking of a style being dead—or of it being all the rage, a by-gone issue, or a live factor—there should be taken into consideration the centre from which such information has



ONE OF THE NEW LINES OF DULL CALF OXFORDS FOR SPRING. BY HARTT BOOT AND SHOE CO.

come, the class of people that the merchant is appealing to, the price of the goods, and various other particulars, so that, after all, style is a comparative word. Like many adjectives used in describing wearing apparel, it is comparative with a more or less local application.

To make matters clear and to offer an analogous illustration, take the words "large gathering." In a rural school house, fifty people would constitute such a body, but in a metropolitan centre they would represent a mere handful. And yet, after all, in a study of the footwear situation, it is the speculative, the probable, what is going to happen, what is likely to move—that interests a great deal more than what has happened, or elapsed. Thus, style will always be, in its meaning, an elusive, evanescent, intangible something, which manufacturers and merchants chase and never seem to overtake. Were it not for style, in either furniture or feminine apparel, houses or footwear, theatres or churches, this world would be a drab and dreary place, with little or no color to brighten daily occupation or to lend variety to the ordinary hum-drum of existence.

Minimizing Risk of Losses

To guide the buyer of shoes a comprehensive outline of the duties and difficulties is offered by a leading authority, who says: "One of the first things the careful buyer must do is to study the whims of those who will buy from him. He must keep posted on the new ideas in shoemaking and know the good selling styles in all grades from the cheapest to the best. In addition to this he must keep posted on the market value of leather and the other materials that go into shoes. He should also read all of the shoe advertisements he can, whether they be wholesale or retail. He should watch well-dressed men and women, especially those in his neighborhood, and see the styles they wear and how these look on the feet. He should be friendly with all traveling men, manufacturers, and wholesalers, but he should give his orders to as few houses as possible. Very often, however, he can learn something of value from a house to which he does not give any business.

"The problem of planning for a new season must be gone over very carefully by the buyer in order to see that he does not buy the same styles at different prices. His

three-dollar shoe must differ from his four-dollar shoe, not only in quality but in style. Having decided on the styles he wants to buy for that season, he next comes to the quantity he can afford to order without hurting the financial end of the business.

"Every buyer must remember that in order to make room for new styles it is necessary to clean out the old ones. This is best done by preparing for the clean-out at the time he places an order for a new style. Each stock in the store or department should be assorted into departments or sections, such as men's, boys', women's, and girls'. The stock of each department must stand its own turnovers. If a buyer's stock of women's shoes now consists of fifty styles, and he is planning to put in a new one, he should dispose of one of the present styles, so that when the new one comes in he will still have but fifty.

"The average stock in any well-regulated store should turn four times a year, though some stocks will, perhaps, turn ten times. It is the slow sellers that pull down the total turnover. A buyer should aim not to carry more than 25 per cent. in stock to the total year's business. For instance, if his store is a 'family' store and he sells \$40,000 worth of shoes a year, his sales will, perhaps, be \$15,000 a year on men's and boys' goods and \$25,000 on women's and children's. Therefore, he should not have more than \$3,750 tied up in men's and boys' shoes and \$6,250 in women's and children's stock.

Clear Out the Old Lines

"Assuming that the buyer's mind is now made up as to how many new styles he is going to order and which of the present stock he is going to discontinue, he should not wait too long before cleaning up. He should begin a sale and push the discontinued styles before the new ones arrive. In offering these shoes for sale the buyer should not take his markdown in sections. If he has to take a markdown, he should take a good one while the original selling price is still fresh in the minds of his prospective customers. In that way he will gain new customers and a reputation for being a 'live one.'

"When ordering new styles a buyer should not delay shipments too long, for his competitor may show the same styles before he does. It is a good rule not to wait until the customers ask for new styles, but to show them early.



PATENT BAL, DULL CALF TOP, RECEDING TOE, LOW FLAT HEEL. BY CORBEIL LIMITED.

It is not necessary for him to get his whole stock in too early, however, for by showing some of the new styles earlier than his competitor he is not only able to sell more shoes, but he is able to get a good idea of what to be prepared for during the rest of the season. Besides this, he will find that the early shopper will give his store good advertising by telling his or her neighbors of having seen certain styles in his store that she had not seen elsewhere."

Speaking of the profit limit, the authority said that in

buying shoes it is important for the buyer to know the wearing and fitting quality, but that this is not nearly so important to know as the selling quality. He said that a buyer will often find two manufacturers in one town using the same material, yet one will get 50 cents a pair more for his shoes than the other, and they will be worth it because they will retail for \$1 more. It is up to the buyer, therefore, to buy shoes that will sell quickly and give him more than a fixed profit. He will need all the extra profit he can make as a reserve fund, so that he can take a loss in case he makes a mistake during the season in buying the wrong style.

"If a buyer is now giving his customers very good values by paying \$2.25 for \$3 shoes, he should be able to buy a few styles of \$2.25 shoes that will be so much better than the others that he can get \$3.50 for them, especially in fancy styles.

How to Eliminate Mistakes

"If the buyer makes a mistake and orders the wrong style, he should dispose of it as quickly as he can and with as little loss as possible. He should then buy a new style in its place and put a larger profit on it to make up the loss. No buyer should return shoes he bought in good faith if the order was filled properly. He must remember that, in these days of efficiency and economy in business, the manufacturer and the wholesaler figure their profits on sales as well as he does. If the shoes come back to them there is a loss of profit on the sale in addition to the cost of a double handling of the shoes and transportation charges.

"No matter how near the store is to the wholesale market or how small it may be, no buyer should get the single pair, or special order, habit. It is bad for him, and either shows poor salesmanship or bad stockkeeping. It is a habit that grows on a buyer if he finds a sale is hard to make, in spite of the fact that many sales are lost by offering to get special orders. He should try very hard to sell shoes he has in stock, and he should have his sizes nearly complete at all times. He should remember that a customer comes to his store for shoes and not for promises. Particularly with



PATENT BAL, BLACK CLOTH TOP, PLAIN TOE, MOCK TURN. BY WOELFLE SHOE CO.

women, there is often a strong probability that even after special orders have been taken they will go to some other store and buy their shoes. Occasionally a buyer will have to take a special order for deformed or odd-sized feet, or for some extremely fancy style. On such orders he should not forget to figure a big profit—even to the extent of doubling his money wherever he possibly can."

The speaker concluded by pointing out the necessity of employing intelligent, well-trained, and honest clerks,

showing how the lack of them acts as a deterrent on business, and how they can "make or break" a store.

Many Novel Styles Presented

The Smardon Shoe Co., Limited, have embodied in their showing for the coming spring season many novel ideas in patterns. The styles shown are models of good taste and are decidedly practical. Several new boot lasts have been added to their already extensive range and are particularly adapted to plain toe high shoes. Among these high shoes are shown many new patterns including the Gypsy bal and button boot, the Tuxedo button, and several pretty pat-



PATENT SIDE BUTTON, BLACK CLOTH TOP, WHITE PIPING ON BUTTON FLY AND FRONT SEAM, LOUIS HEEL

terns in high wave tops. Two dainty pump lasts have also been adopted. These are made exclusively for pumps and colonials and it will require no expert to fully appreciate them. Special attention has been given to the selection of trimmings on the low shoes, although many of the new patterns are shown plain. Owing to the varied patterns it would be impossible to adequately describe them. A very attractive booklet is being mailed to their customers illustrating a few of these styles in low shoes. It is quite evident to the casual observer that quality in Smardon Shoes is pre-eminent.

Exclusive High Grade Models

The Blachford Shoe Manufacturing Co., Limited, Toronto, have their new samples for spring completed and they will undoubtedly prove of much interest to the trade. This firm manufacture an exclusive high grade line of women's Goodyear welts and among their range of spring samples they show their concentrated efforts in producing neat, dainty footwear in black and subdued color effects. Bronze, blue and grey kid have been included in several very handsome creations. Their pumps, strap pumps, and Colonial designs predominate in low shoes, although they make a splendid showing of very fine kid and patent effects in button and lace oxfords. The Blachford Co. are adopting five new lasts. One of these is a strictly high grade New York style, narrow toe, which they feel confident will prove a particularly large seller with their city trade. Another is a new short vamp last with a neat small toe and Castilian arch which produces an exceedingly fetchy shoe. The other three lasts are new staple styles carrying low and medium height heels. Altogether the Blachford presentations for spring are an exceedingly interesting revelation in women's footwear which reflects most creditably upon the shoe making craft in Canada.

Excel All Previous Efforts

The Tetrault Shoe Manufacturing Co., Montreal, in their new presentations, have excelled all previous offers. There are two striking new lasts for spring, the Triple Entente



and the Aero. The former has a medium round toe and is seen in patent, gun metal, and tan, in both button and lace. The Aero is built on splendid, attractive lines and is thoroughly representative of the high class models. It has a medium round, recede toe, carries a low flanged heel and beaded tip and comes in a whole foxed bal of gunmetal with matt calf top. It leaves nothing to be desired by the smart dresser. The Tetrault Shoe Manufacturing Co., who are the largest makers in Canada of Goodyear welts for men, are placing before the trade something new in their Vulcanite sole oxfords and high cuts. This composition will, it is claimed, give better value and appearance than rubber soles and at a lower price. Vulcanite is warranted to give satisfaction and will fill a demand that is growing rapidly in every centre.

Many New Lines Shown

The new samples of the Murray Shoe Co., of London, are the snappiest and most representative in character of any ever produced by this firm. The showings in men's welts and in women's welts and McKays, embrace all the latest creations in leather, patterns and lasts. In the men's lines four new lasts of an up-to-the-minute character have been added, and a hundred and twenty-five lines are presented. In toes, there are the recede, medium recede, full round toe, etc. There is a liberal representation in bals and buttons for men, and several models have cloth tops and carry both square and flange heels. In the selection of women's welts two attractive new lasts have been incorporated, and a number of offerings with cloth and kid tops in black and subdued colors are observed, in button and lace. The Louis heel is the favorite. In the women's McKay department, special efforts have been put forth during the past few months and the result is very gratifying. The firm report that this line is equal to anything made in Canada, or imported, to retail at popular price, and all the latest and best fitting lasts are embodied in the range in which are observed a hundred and twenty-five offerings. The travelers of the Murray Shoe Co. are now on their spring selling expedition.

Black Cloth Tops in Favor

The Wm. A. Marsh Co., Quebec, state that while they have made up a new set of samples for spring, there are very few changes or additions from their range for fall. Their lasts are all neat, shapely and good fitters and have proved very popular with the trade. So far as cloth tops are con-

cerned, the firm are using black cravenette. They have made up one or two samples of women's shoes with steel grey tops and a couple of samples in men's, with a black and white top, but do not expect any very large orders on these. The firm are looking for considerable business on black cloth or leather tops. The spring lines of the company are naturally lighter than those shown for fall, and the range is a very comprehensive and attractive one.

A Striking and Attractive Line

Several radical changes are noticed in the spring samples of the C. N. W. Shoe Co., Limited, London, in their lines of high and low cuts. The short vamp is featured strongly and also the Louis heel. Fancy colored leather, together with ribbed and snakeskin cloth for tops, will be found in this extensive line. The Military boot, so called because of the rich blue top bound with gold braid, is sure to be a popular seller. Pumps in fancy colored leather blended with well matched shades of silk cloths will also be a feature. Lace and button boots will be of a higher cut, owing to the present style of short skirts, which demand a higher topped boot. Seventeen buttons will be found on several of the styles shown by the firm, especially on their wave top line. Of the colored kids shown, bronze, pearl grey, white, blue, green and a most delicate shade of purple should appeal to the discriminating buyer.

Military tape for lace and button boots will prove as popular as it did the past season, and the piping as used in the vamp and foxing seams, tastefully matched to harmonize with the several shades of leather used, will add tone to the range. One new offering of the C. N. W. Shoe Co. is their "Aunt Mary," especially designed to fit the elderly person who wishes extreme comfort combined with style. This shoe is the result of the combined efforts of the leading pattern and last experts of the shoe world. For quality of material and general workmanship the C. N. W. Shoe Co. have certainly made very rapid strides.

Are Strongest Yet Presented

The new fall samples of Chas. A. Ahrens, Limited, Berlin, Ont., have been completed and are the strongest and most representative ever turned out at the factory. This enterprising firm makes over eighty different lines in men's, boy's, women's, misses' and children's, in McKay, McKay welt, rivet and Standard screw. Chas. A. Ahrens, Limited, are now making infants' and children's stitched downs, and travelers are on the road covering their respective territories. There is a big demand for this new line, owing to the fact that there are no tacks, wires, or any metal what-

ever in the shoe, which is flexible, has a spring heel and is of light weight. They are making a dozen or more lines in stitched downs, and featuring white chrome soles on the children's samples. The firm are looking forward to a particularly bright season.

Bound to be Trade Winners

The Williams Shoe Co., of Brampton, report that they have been kept very busy and working their regular hours. They have been favored with three large army contracts for shoes for home use, and have been complimented by the government officials on the high quality of the boot, it being up to the standard in every respect. They feel very optimistic for the future. Their new spring lines are now ready, and the samples shown are very up-to-date and bound to be trade winners all along the line. The eastern branch at Truro, N.S., and the western branch at Regina, Sask., report business very satisfactory and the prospects for the future are good. Both these branches carry large stocks and are always in a position to give customers in their respective territories quick service. The fourteen travelers of the company have started out on their regular rounds, covering the same territories as in former years.

Are Extending Their Line

J. A. & M. Cote, makers of the famous "Yamaska" brand of footwear, St. Hyacinthe, Que., report that business has been exceptionally good with them during the past season. New samples for next spring and summer have been completed and they are enlarging their lines, having added six splendid fitting lasts to their range of men's, boys', youths' and little gents' McKays. The firm also are making a fine line of welts to retail at a popular price. Comfort, durability and excellent workmanship are the first considerations of the output of J. A. & M. Cote, who have established a wide reputation for their footwear in all parts of Canada. They report that the prospects for the coming season are exceptionally bright.

All the New Effects Shown

Minister, Myles Shoe Co., Toronto, are showing some very choice lines for spring and have put in a number of shapely new lasts. In women's an all-kid Gypsy seam button and also a bal are noticed. A boot of blue kid is attracting considerable attention. A round recede toe last for women is a new offering and carries a common sense heel. The diamond tip is featured, but the majority of samples carry plain, medium pointed toes, with moderate length vamp. A nut brown bal with diamond tip, combined foxing and back stay and brown satin cloth top, is a neat creation. Black cloth tops, and white and black effects are noted. In pumps, white and grey kid tops are displayed with patent foreparts and foxing. A cross strap slipper in patent, buttoning on either side, is something decidedly classy. In

the men's line, a tan bal with tan cloth top and a patent with grey cloth top, are much admired. Other dressy creations in gunmetal and patent are presented on recede, semi-recede and round toes, completing a very representative collection.

Discussing the style trend and future outlook an outstanding authority says:—

An interesting feature of the business this summer is the way the trade has turned from the "gingerbread" shoe to the more safe and sane styles. Novelty has been allowed to run riot this season, and the limit was reached in the boot



BOYS' HOME GUARD SHOE IN DULL CALF —BY BRANDON SHOE COMPANY.

that laces behind. Now that style has no standing and such freaks are worn only by women of peculiar tastes.

Instead of these freak styles a boot of medium and moderate characteristics has been generally accepted, and the women are as ready for them as is the trade. The fact that even boots of moderate and temperate patterns can be made to look attractive as well as wearable and reasonable in price, has been no small influence in tempering the change. In general the models of women's boots are attractive. It is only the peculiar foot that being unsuited causes the shoe to become unattractive. Where the boots are properly fitted satisfaction is assured, even if the boot is not "all gingerbread" in decorations.

Freak Styles Do Not Pay

As an investment, the dealers have found that the freak styles in women's wear have not been a success. The actual demand by customers has been very small, and dealers have returned case lots to the manufacturers because the boots were unsaleable. The transaction is not stimulating to business, but the retailers have led themselves to be deceived, and the manufacturers have been willing to take advantage of the wanderings of the dealers from the paths of common-sense.



SOME ARTISTIC AND SNAPPY MODELS IN LOW CUTS—BY SMARDON SHOE COMPANY, MONTREAL

How to Make Success of the Shoe Repair Business

Maintaining Its Efficiency and Service—A Business that Should Be Elevated to Its Proper Place—Skilled Men, Prompt Work, Good Materials, Modern Machinery and Other Features are Essential—Getting Together

I wish that the subject of shoe repairing might have been assigned to one better able to handle it, for I know of no subject pertaining to the shoe business that requires more thought, study or system to make it successful. Six essential features are embodied.

First. System in planning the shop, and sub-dividing it so as to get the greatest volume of work through without sacrificing quality. By sub-dividing the work, I mean classifying each kind of work and giving it to the man most capable of doing that particular job.

Second. The best material must be used.

Third. Skilled men must be employed.

Fourth. Modern machinery and tools must be used.

Fifth. Courteous treatment to the trade is necessary.

Sixth. Quick service is essential.

I know of no other business, trade or profession that renders better service to the people of the world than that of shoe repairing, and I know of no other business, trade or profession that gives the public in general as much for the money, and yet I know of no business, trade or profession that is struggling so hard for existence, or receives so small a recompense for the service rendered. I know of no other trade that requires so many working hours per day, or as many days during the year.

The Hours Are Too Long

As a comparison take the carpenter, the plumber, the mason, the painter, the machinist, or any tradesman,—you will find the shoe repairer pegging away in the morning long before any of them start to work, and you will find him in the evening after all other tradesmen have ceased work for the day. It is not love for the business or greed for money that makes him put in so many hours of work. It is because he does not get what he ought to for the service he renders.

These conditions exist because the business lacks organization, and will continue to exist until those so engaged get together and organize for better prices and better conditions.

I believe it is only right and just that every man operating a repair shop and every man working at the bench should get together to better their conditions and put the business in a better and a more dignified position.

There are but few people who realize what the shoe repairing business amounts to in volume. According to statistics, the shoe repair business of America is more than one hundred million dollars per year, which is equal to, or perhaps exceeds, the shoe manufacturing business of any large city.

The Big Volume of Business

At the present time the shoe repair business equals about one-fifth of the entire shoe business of this country. This would indicate that about one-fifth of the shoes purchased are repaired, which is a small per cent. I believe that four-fifths of all shoes purchased might be repaired, and that the time is approaching when at least one-half of all shoes purchased will be repaired, as modern machinery enables the repairer to render quick and efficient service.

The soles on the \$4, \$5 and \$6 shoes wear on an average about 4 to 5 weeks. When the sole is once worn through the shoe is rendered worthless until it is resoled. Now, when the repairer gets this \$4, \$5 or \$6 shoe, which is useless because of the sole being worn through, he is expected to (and most repairers do) attach a better sole than that originally put on by the manufacturer. The repairer puts on a sole to wear eight to 10 weeks, thus giving the owner

at least double the service in wear that the manufacturer gave him.

I maintain that it is not reasonable or sensible that a repairer should restore a shoe to more than double its original service for about one-fifth of its original cost or less, as he is doing at present.

Shoe repairing is a business in itself, and should not be connected with shoe retailing, only perhaps in a country or village store, where the population is not sufficient to support a regular repair shop with modern machinery.

The retailer in the city cannot get a sufficient volume of business to pay him to operate a modern plant. There are many other reasons I could give why retailers cannot afford to operate a repair shop in connection with their stores. If there are any retailers here who have tried it, I believe they will bear me out in my statement.

How Prices Have Been Lowered

Competition is as keen in shoe repairing as any other business, and the price of repairing has been driven down so low in many of the larger cities that it is almost impossible for a man in the business to live. Such conditions ought not to exist. But such economic conditions have been reached that it is beginning to drive the repair men to co-operation. Co-operation will lead to organization; organization will lead to promotion, and promotion will elevate the business to a profitable and dignified position. Then the business will expand equal to any other, and will render a service to the people equal to the shoe manufacturer, the tailor, or any other mercantile business (except the shoe retailer, which, as a matter of fact, renders the greater service because if the retailer did not sell the shoes they would not get to the repairer).

Created a Better Understanding

It was only a few years ago that representative shoe manufacturers got together and formed the National Boot & Shoe Manufacturers' Association to protect themselves. The retailer then woke up to the fact that he too must organize for his own protection against various abuses and demands. Then the National Shoe Retailers' Association was formed, then the state and local organizations began forming, until they have gained sufficient strength to protect themselves from any abuse of the manufacturer. These organizations have brought about co-operation between manufacturer and retailer, and co-operation has brought about a better and more friendly feeling toward each other. They have come to realize that whatever is good for one is good for the other, as neither can exist without the other.

How Support is Needed

And so it is with shoe repairers. They need the support and co-operation of the tanners, the manufacturers, the retailers, and the public at large. They need the support of the tanner, because of the leather consumed—the manufacturer, because of the many defects and weak places repaired and made good; otherwise the shoes would be returned to the manufacturer and cause him a great loss,—and the retailer because of the many alterations he has to make to please patrons, and often correct small defects to the customer's satisfaction,—and from the public because of the economy and service rendered in practically doubling the life and service of footwear.

In shoe repairing, as in all lines of business, honesty is the best policy. A repairer should use only good material

and do honest work. If in his best judgment a shoe cannot be repaired to give adequate service he should so tell his customer, and not do the job just for the sake of getting money.

A repairer should exercise salesmanship, as often a customer will bring in a high grade welt shoe and ask to have a patch put on the sole or have the sole nailed. Either of these would be bad for the shoe, unprofitable for the customer and of no credit to the repairer. In such cases the repairer should exercise salesmanship and explain the method by which the work should be done to render better service to the customer, longer life to the shoe, and a better profit to himself.

In my dealings with the public I find that most people are honest, and those who are not prefer to deal with one who is, so by dealing honestly with everyone, and giving the best service possible, I have built up the largest shoe repair business in the community and believe I have the distinction of doing the largest shoe repair business in Iowa.

I believe that 90 per cent. of all shoes fitted with rubbers or overshoes are not in proper condition to be fitted, because the heels may be worn down crooked, or there may be a hole in the sole, or perhaps both. If the shoe is run over at one side, it will make an uneven tread on the rubber, thus causing it to give out with but little wear. This often makes a customer dissatisfied with the dealer, or with the brand of rubber, when in reality neither are to blame.

If the dealer would explain to the customer the importance of having the heels levelled and the shoe put in proper condition before the rubber is worn, he would render a service to the customer, to the shoe repairer, to the manufacturer of the rubber, and would add to the process of building up his own trade.—W. R. Lynn, before Iowa State Shoe Retailers' Association.

SALESMAN SHOWED WAY TO PROFITS

A salesman, finding his sales poor, made diligent inquiry into causes thereof, and having found them, worked out this remedy:

"Mr. Retailer," he would say, approaching his customer, "I've a problem in simple arithmetic for you. Suppose you paid \$1 for a pair of shoes, and sold them for \$1.25, what would be your percentage of profit?"

"Twenty-five per cent., of course," the retailer would answer. "That's easy. Give me something hard."

"But you're wrong," the salesman would reply. "If you sold the shoes at \$1.25, and made 25 cents on them, then you made only 20 per cent. profit. Isn't that so?"

"Yes, it is. But what of it?"

"Just this—you and a good many other retailers are selling shoes at what you think is a 25 per cent. profit, when in fact you are getting only a 20 per cent profit, that is why you are losing money."

In every instance, the retailer learned the lesson in figuring profits, and prospered, and looked upon the salesman as one of his best friends.—Boot and Shoe Recorder.

"WHY I AM MAKING GOOD"

Instead of making a set of rules for their retail salesmen, a metropolitan house employing a large number of clerks, has compiled a list of reasons "Why I Am Making Good." These are printed on the pay envelopes and in signing at the end of each week every man puts down his name under this list of reasons:

I realize that in this business it is a case of the survival of the fittest.

I keep constantly on my toes and give the best there is in me.

I believe in the house I work for and in the merits of the goods it handles.

I am an asset because I constantly earn more than they pay me.

I come to business on time in the morning and take the proper amount of time for lunch.

I do not stall; when I am out the house knows I am doing business.

When going out I always leave word where I can be found and at what time I will return and I always see to it that I am back at that time.

I keep myself constantly in a pleasant mood and boost every one connected with our organization.

I keep my eyes and ears open at all times in an endeavor to avail myself of every opportunity to save the house time or money.

I do not smoke in the building except in the room set apart for that purpose.

I practice neatness and economy at every opportunity. Some day I will have a business of my own and I shall expect the same efficiency.

WINNIPEG STORE'S HANDSOME NEW FRONT

The cut on the front cover of this issue gives some conception of the bright and captivating appearance of the Regal Shoe Store, 289 Portage avenue, Winnipeg. A new front was recently installed, making the exterior aspect of the shop all that could possibly be desired. All the woodwork is quarter cut oak and there are oak mirrors in both windows, the full size of the windows themselves. The transom is of bevelled plate glass, set in copper, while the art glass transoms are also bevelled plate. The lighting is exceptionally brilliant, there being six holoplane bowls complete, with 200 watt nitrogen lamps in the windows, while there is a holoplane bowl with 200 watt nitrogen lamp in the vestibule. Over the doors and windows on the inside is the office of J. B. Kilgour, the proprietor. The office location is very convenient and the surroundings airy and bright. The management of the Regal Shoe Store is to be congratulated on his progressive spirit.



A GLIMPSE OF THE RUSHING, JOSTLING CROWD GATHERED IN FRONT OF JOHNSTON'S BIG SHOE HOUSE, VANCOUVER, WHEN A SALE WAS ANNOUNCED A FEW DAYS AFTER THE FIRE, ON JULY 3RD.

HOW TO FIGURE TURNOVERS

In answer to the question—What is the correct way to figure the number of times a stock has been turned in a year? "System" gives the following reply:

Divide the average stock on hand during the periods, at cost, into the sales for the period at cost. Or divide the average stock on hand during the period, at selling prices, into the sales for the period.

For instance: Suppose the sales are \$100,000 a year and the goods these sales represent cost \$50,000. There are four inventories during the year, showing the stock on hand at each time to have cost \$12,000, \$10,000, \$8,000 and \$14,000, and to have been marked to sell for \$24,000, \$20,000, \$16,000 and \$28,000 at those times. The annual rate of turnover would be figured either this way:

$$\frac{\$100,000}{\$24,000 + \$20,000 + \$16,000 + \$28,000} = 4$$

Or this way:

$$\frac{\$50,000}{\$12,000 + \$10,000 + \$8,000 + \$14,000} = 4$$

Which in either case is 4 6-11; since

$$\frac{50,000}{4} = 12,500$$

$$\frac{44,000}{4} = 11,000$$

$$4$$

is exactly the same as

$$\frac{100,000}{4} = 25,000$$

$$\frac{88,000}{4} = 22,000$$

$$4$$

Either method of figuring the rate is entirely accurate.

DO YOU LOVE YOURSELF?

Young man, did you ever know anybody anywhere who was helped or advanced through jealousy or suspicion?

Think hard, now. None? I thought you would say that.

Why, then, do you persist in thinking that anybody in your store wants to keep you down?

You even suspect the boss himself once in a while of trying to herd you into a blind alley, don't you?

I am much afraid, young man, that you have missed your calling. You ought to be running the City Bank.

THE WAY TO SUCCESS

"The secret of success," the stamp said, "is sticking to it."

"To succeed," said the knife, "be bright and sharp."

"Keep up to date," said the calendar.

"Aspire to greater things," said the nutmeg.

"Don't knock—it's old-fashioned," said the electric bell.

"Do a driving business," said the hammer. And the barrel added: "Never lose your head."

"Make light of everything," the fire observed cynically.

"But always keep cool," said the ice.

Or to be acting as king somewhere. Working in a store surely is too tame for you.

Now, I hope I am not stupid enough to try to make you believe that nobody ever tries to hold you down. It is quite possible that there may be ungenerous attempts of that kind once in a while.

But what I want to pound into you right here is that these efforts cannot hurt you unless you allow your mind to brood over them. Just as sure as you burn up your mental energy in vain imaginings about what people are trying to do to you—just that sure will you be in the most danger of making the very failure your enemies pray and hope you will make.

Forget it. Are people trying to knife you? All right then, let them knife. But don't holler till you are hurt. You haven't time in your scramble for success to waste good gray matter over some small souled individuals who are trying to do you dirt. If one of them gets in your way, kick him out. But don't worry about it. You have bigger things on which to exercise your brain.

I am a great believer in courtesy. I love the men who can say unpleasant things or who can fight without leaving any bruises on the heart. We are traveling this way only once. And we may not amount to much. But I desire to tell you that the fellow who speaks kindly, who spreads sunshine even in business, who does not forget the little niceties even in the toiling after the dollars, is the man who will be happier himself because he makes others happy.

But I despise a being who is wishy-washy. Be a gentleman without being a milksop. If you are a man, don't conduct yourself so the girls will call you "sister." If you are a woman, don't try to act like a man.

Be courteous, be kind, be lovely—and at the same time be cold-blooded enough to make sure that nobody is using you as a ladder or a foot stool. If you have to strike, strike hard. Look out for yourself.

I have seen many a promising man or woman kept down in business life because he or she didn't have ginger enough to fight when it came time to fight.

I have seen capable people imposed on—just because they would allow it—until they were reduced almost to the point of servility. And I have blamed the people themselves rather than those who pushed them down.

The race is swift these days. Everybody has to look out for himself. He has to remember that if he cannot deliver the goods there may be others who can—at least others who are willing to try.

Be sure of yourself. Know your job. Do the right thing. Be square. Then you can look anybody in the eye and insist on getting a decent deal. If you don't get it, fight for it.

But don't brood. This is what I started out to say. Don't fuss, fume and worry over what you imagine somebody is trying to do to you.

Go right ahead and saw wood. Be fair to everybody. Do the right thing by all, including yourself, and the chances for business success will be greater.

Did you ever hear of a courteous backbone?

That may be a queer name for it, but you know what I mean. That is the quality that employers to-day are looking for.

Have you got it?

Or are you a brooder and a fretter, wearing out your brain cells trying to persuade yourself that somebody is trying to get you?

Anyway, half the worry over this is caused more by self love than by actual conditions.

Before answering, consider carefully whether you are worth loving.

AMONG THE SHOE MEN.

James F. Clark, of Clark Bros., shoe manufacturers, St. Stephen, N.B., is now on an extended trip throughout the Canadian West. He will go as far as Vancouver and visit all the principal cities. Mr. Clark has a fine attractive range of women's high grade McKays on snappy, new lasts in all widths.

B. Ouellette, shoe dealer, of Montreal, has assigned.

Pull straps bearing the name of the boots stolen from the residence of J. O. Tucker, Henry st., Toronto, over a month ago, resulted in the arrest of Stanley Torciak, 42½ Alice street, Toronto, on a charge of theft. Among the articles stolen from the Henry street house was a pair of boots with peculiar pull straps.

William E. Campbell, formerly on the staff of the Walk-Over Boot Shop, Montreal, has joined the selling force of the Slater Shoe Co., and will cover British Columbia for that firm.

The Galibert Glove Works, Limited, of Montreal, have been granted a charter. The capital stock is \$90,000 and the company are empowered to carry on in all their branches the businesses of manufacturers, exporters and importers of and wholesale and retail dealers in gloves and mitts of every description, rubber footwear, and in boots and shoes and all similar articles in leather, canvas, felt and cloth.

T. L. Guinivan, of the Walk-Over Boot Shop, Toronto, has been spending a holiday in Beverly, Mass.

The P. J. Harney Shoe Company, one of the largest shoe manufactories of Lynn, Mass., assigned August 17th to Clifton Colburn, treasurer of the Merchants' National Bank of Lynn; Charles P. Hall, of Boston, treasurer of the American Hide and Leather Co., and Thomas F. Dolan, of Boston. About \$250,000 is involved in the assignment. The American Hide and Leather Co. is the largest merchandise creditor and the Manufacturers' National Bank is the largest bank which is a creditor.

Capt. George H. Wilkinson, of the first overseas, arrived home at Windsor, Ont., on a short leave from the front, after being wounded at Langemarck and Festubert. He is now in the best of health. Capt. Wilkinson conducts in Windsor one of the finest and best equipped retail shoe stores in Western Ontario.

F. W. Horton, shoe dealer, of Calgary, has assigned to E. A. Dagg.

The Walk-Over Boot Shop, 290 Yonge street, Toronto, has fitted up a very neat and artistic orthopedic department at the left hand side of the store. The interior of the special room which is 14 by 7 feet, has been done in white enamel and presents a bright and inviting appearance. This department is in charge of Dr. G. L. Conquergood, of Toronto, who is not only a graduate in a leading school of medicine, but is an excellent orthopedic surgeon. All patrons of the Walk-Over Boot Shop will be entitled to consult Dr. Conquergood without charge and he will give advice on foot ailments of any nature. F. A. Guinivan, the proprietor, intends making the new department a special feature for the benefit and service of all Walk-Over Boot Shop patrons.

S. Craig, Smith's Falls, formerly with the White Shoe Co., is now covering a portion of Eastern Ontario for the J. A. Johnston Company, Brockville.

"A Dictionary of the Foot" is the title of a very neat book which has been issued by Dr. Wm. M. Scholl, Chicago. The book contains many illustrations of the human foot and

gives an explanation of its various parts in simple language. It is an interesting manual for the shoe retailer, being admirably arranged and setting forth many facts of interest, covering as it does normal and abnormal conditions, mechanical treatment, etc.

Miss Flossie Davis, aged 16, was found dying recently in the store of James Markey, shoe dealer, Gananoque, in which she was a clerk. She expired an hour later. Acute indigestion was the cause of death.

G. C. Locke, who for the past three years has been manager of the Cut-Rate American Boot Shop, Eighth avenue, Calgary, has branched out for himself in that city under the firm name of the Cut-Rate Shoe Store.

Repairs are being made to Johnston's Big Shoe House, 409-413 Hastings street west, Vancouver, which was recently visited by fire. The renovated store will be one of the most up-to-date in the West.

W. F. Fowler, shoemaker, Watrous, Sask., has moved into a new stand, having purchased the Treuholm office building in that town.

One thousand cases of rubbers which were purchased from leading Canadian concerns were sold by auction on September 2nd, at the auction room of Suckling & Co., 76

SON SUCCEEDS HIS FATHER

At a recent meeting of the directors of A. R. Clarke & Co., Toronto, Griffith B. Clarke was elected president, in the place of his father, the late A. R. Clarke, who passed away a few months ago from the after effects of his experi-



GRIFFITH B. CLARKE, TORONTO

ence on the ill-fated Lusitania. Griffith B. Clarke has been identified with the business since 1907, and four years ago was made vice-president. He has had a well-grounded experience and, under his direction and management the company will no doubt continue to advance and expand as rapidly in the future as in the past.

Wellington street west, Toronto. There was a large crowd in attendance and the bidding was spirited. Five hundred cases of leather shoes were also disposed of by auction.

A. Bonisteel, of the Collis Leather Co., who has spent the past six weeks abroad, looking at the possibilities of the raw calfskin market, and representing the merits of Aurora calf to European buyers, will return home next week.

Hon. E. J. Davis, of the Davis Leather Co., Newmarket, Ont., who has spent a very enjoyable vacation at his Muskoka residence, has returned home.

R. Underhill, of Underhills, Limited, Aurora, who has been on an extended and successful trip to the West, has returned home.

The larrigan factory of MacKenzie, Crow & Co., Bridgetown, N.S., was discovered to be on fire recently but by heroic efforts the flames were confined to the boiler house, which was destroyed.

Aubrey J. and E. J. Davis, of the Davis Leather Co., spent the week end recently with J. A. Walker, of the Walker, Parker Co., at his summer residence, Port Credit, Ont.

The Ideal Shoe Co., of Elmira, Ont., have completed their range of spring samples which are the finest ever turned out by the firm. The company are specializing on fewer lines this season, principally on box calf and gun metal in misses' and children's. George E. Cowling is representing the firm

MAKING GOOD IN FOOT SPECIALTY LINE

Although he will not be 20 years of age until September 8th, Elmer Poyer, of the Canadian-Arrowsmith Mfg. Co., Niagara Falls, Ont., is one of the brightest and most aggressive young men connected with the foot specialty trade. He joined the Canadian Arrowsmith Manufacturing Co. as bookkeeper and stenographer in April, 1914, and was appointed manager at the beginning of the present year, when L. R. Creveling resigned. During the past few months new specialties have been added to the list of articles manufactured by



ELMER POYER, NIAGARA FALLS, ONT.

the company, who are making an interesting exhibit in Booth 48, Industrial Building, Toronto Exhibition Grounds. Mr. Poyer is spending a few days in the city in connection with the splendid display. He has also been doing considerable traveling for the firm, covering the territory from Toronto and west to the "Soo" and Windsor. Born on a farm in Warren County, New Jersey, he was educated at Bangor, Pa., and at the Easton School of Business, Easton, Pa. He was billing clerk in the United States Express Company of Bangor for some three years, while attending school, and during his vacation he held various other situations, thus gaining an all-round, thorough experience, which has served him in good stead in his new position.

in Toronto, F. R. Delafield is looking after Western Ontario, while the northern ground will be supervised by W. E. Metz. The firm report bright prospects for the coming season.

A. McKillop, of A. McKillop & Co., Limited, wholesale shoes, Calgary, is spending a few days on business in Toronto, Montreal and other eastern centres.

Among the visitors from Northern Ontario calling upon the shoe trade in Toronto during the past few days were Thomas M. Mulligan, of North Bay, and Duncan McKinnon, of Sudbury.

John A. Royer, late of the John Ritchie Co., Que., has been appointed superintendent of the new plant of the Canadian Footwear Co., Limited, which is being constructed at Pointe Aux Trembles, Que., and will soon be in operation. The firm will manufacture women's, misses' and children's shoes in McKays and turns, and has been granted a charter, with an authorized capital of \$150,000.

J. G. McDiarmid, of Toronto, Western representative of the Cook-Fitzgerald Co., London, left this week on an extended trip to the West.

Two well known shoe manufacturers have been taking their summer holidays of late. R. D. Taylor, of the Robert Taylor Co., Halifax, and T. N. Campbell, the secretary-treasurer of the Amherst Shoe Co., Amherst, N.S. Mr. Campbell spent a portion of his at the Halifax golf links.

W. H. Storey & Son, Limited, have been granted a federal charter. The capital stock is \$100,000 and the headquarters in Acton, Ont. The purpose of the company is to tan leather and to deal in hides and skins and to manufacture leather, textile and composition goods and deal in leather, textile and composition goods, including gloves, moccasins, shoe-packs and other leather goods, and to acquire the business and assets of the business heretofore carried on by W. H. Storey & Son, Limited, in Acton.

Fred Hull, of Toronto, has taken a position on the traveling staff of John S. Townsend, wholesale shoes, Hamilton, Ont.

Several members have recently been added to the traveling staff of the Toronto warehouse of Ames-Holden-McCready, Limited, and they will devote special attention to the McCready line of shoes. Frank Springstead, an experienced shoe traveler, will cover from Toronto north to Fort William; H. A. Westlake, who has also had considerable experience on the road and was formerly with John Agnew, Limited, Brantford, will look after Eastern Ontario, while Alexander Haines, of Hamilton, who has been on the staff of several Toronto wholesale firms, will attend to Western Ontario.

Clarence Carey, of the Carey Shoe Co., Toronto, is in Chatham for a few days, looking after the branch store of the company in that city, owing to the manager, Will Lawson, who was married recently, being away on his wedding trip. Many friends will extend congratulations to Mr. Lawson and wish him and his bride every happiness and prosperity.

N. R. Feltes, treasurer of the Ames-Holden-McCready Co., Montreal, was in Toronto last week on business.

A. Wellwood, shoe dealer, 1297 Danforth avenue, Toronto, has sold his stock to W. J. Reid, 2012 Queen street east. Mr. Wellwood has purchased a farm a few miles from Listowel and will take up his residence on his new property in a few weeks.

Chief Engineer Reginald E. Jupp, who earned undying fame by sinking nine Turkish ships in the Sea of Marmora, is a nephew of James Jupp, 459 Broadview avenue (who recently retired from the shoe business) and a nephew of J. Warden Jupp, shoe retailer, 810 Queen St. E., Toronto.

W. Harold Budreo, of Toronto, representing the Regina Shoe Co., was in Montreal last week on business.

J. D. Ross, of the Ross Shoe Store, Limited, Truro, N.S., has sold his interest to the Cash Shoe Store, Limited, under which name the business will be conducted in the future. New fixtures are being installed and other improve-

ments made which will make the establishment one of the brightest business places in Truro.

C. E. Fice, of Toronto and I. Frederick, of Campbellford, were in Montreal last week securing their samples for the coming season from J. & T. Bell, Limited.

At the annual convention of the Union of New Brunswick municipalities which was held at Fredericton on August 25th and 26th many important matters were taken up by leading men of the province. Among those who took part in the discussion on the "Demands of Industry on Education" was J. D. Palmer, president of the Hartt Boot and Shoe Co., Limited, who is also president of the Fredericton Board of Trade.

The Modern Shoe Repair Co., 505 Richmond street, London, which is the pioneer establishment of its kind in that city, has branched out by opening an up-to-date shoe store and repair shop on Main street, Glencoe, which is in charge of Joseph Russo. The company intend opening other stores throughout Western Ontario as soon as suitable locations can be found.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, was in Boston and other American shoe centres recently.

John E. Johnston, 70 Brock street, Kingston, has installed a 6-foot U. S. M. shoe repair outfit in his establishment.

P. J. Hogan, Montreal, U. S. M. Co. agent, is spending a few days in Quebec factories.

J. E. Pare, sales manager of Dufresne & Locke, Montreal, has been spending some holidays at his home in Quebec.

The Eaton Shoe Store is a new establishment opened in Montreal at the corner of Amherst and St. Catherine streets.

Mr. McPherson, of the Neill Shoe Co., Brantford, was in Montreal last week.

Shoe retailers in most centres report that the children's trade on the re-opening of the schools has been very good. With the abundant harvest in the West the prospects for fall business are promising.

William K. Morley, of Toronto, who, for many years, has been a widely known and popular shoe traveler, has joined the Army Service Corps in connection with the Canadian Expeditionary Forces and will go to the front.

Harry Adams, western representative of the Slater Shoe Co., Montreal, has left for the West on an extended business trip for the firm.

Rodolphe Gratton has been appointed manager of Ottawa branch of J. I. Chouinard and the Columbus Rubber Co., Montreal, which is located at 16 Mosgrove street. Mr. Gratton was for eleven years in the employ of A. W. Ault Co., Limited, wholesale shoes, Ottawa, previous to entering upon his present appointment.

James Heffering has returned to Toronto after spending the last two weeks in Montreal.

Charles F. Partridge, of Rochester, N.Y., one of the most prominent and widely influential last manufacturers, died at Clifton Springs, N.Y., recently. He had been unwell for several weeks, his illness culminating in a paralytic attack and the end soon came. The announcement of his death at the comparatively early age of 57 years, is occasion for deep regret throughout the shoe trade in which he had played an unusually active, successful and honorable part. Mr. Partridge was born at Norway Lake, Oxford County, Maine, September 25th, 1858. At the time of his death he was president of and actively engaged in the management of the following concerns:—Empire Last Works, Rochester, N.Y.; Fitz Bros. Co., Auburn, Maine; Fitz-Empire Double Pivot Last Co., Auburn, Me.; Maine Last Block Co., Harvey's Siding, Me.; Sturgis-Jones Last Co., Brockton, Mass.; John Pell & Son Inc., Newark, N.J.

A fatal accident occurred at the Breithaupt Leather

Company's tannery, Penetanguishene, when Charles Honsinger, a native of Dunnville, Ont. but who had of late made his home in Brantford, lost his hold on a ladder placed against the side of the new tank being installed as a part of the sprinkler system, and crashing through the bracing and telephone wires, landed head first on the ground. Death was instantaneous. He leaves a wife, to whom he has been married but fourteen weeks, who was formerly Miss Kruger, of Hanover.

J. S. Lovell, of Toronto, who is on the selling staff of Corbeil, Limited, Montreal, has also been appointed representative of the L. & B. Shoe Manufacturing Co., 510 La Salle avenue, Maisonneuve.

G. H. Ansley, of the Perth Shoe Co., Perth, Ont., was in Toronto last week showing a fine range of spring samples, which were much admired by the trade.

Mr. Locke, buyer for T. Eaton Co., Winnipeg, was in Montreal and Quebec recently.

Wm. J. Lockhart, Toronto, was in Montreal last week calling on the various shoe factories.

The Invictus Boot Shop, of which H. J. Eadie is manager, will remove next week from 50 Yonge street, Toronto, to the admirably fitted up store next to the Strand theatre. A handsome new bronze front has been installed and the



PAUL ROY, MONTREAL, WHO REPRESENTS LUCIEN BORNE AND J. EINSTEIN, INC. ON THE RIGHT IS W. R. BOX, OF SAMUEL BARROW & BRO., LONDON, ENG., WHO RECENTLY PAID A VISIT TO CANADA.

interior will be one of the finest and most attractive in character.

James Lawther, who represents the Hartt Boot and Shoe Co. in Toronto and western Ontario, has been spending a few weeks at Fredericton, N.B., on business.

R. J. Trethewey, representative in western Ontario for Blachford Shoe Manufacturing Co., Toronto, now has his spring line ready and is spending a few days amongst the trade in Hamilton and London.

R. L. Savage, representing the James Muir Co., makers of fine welts, Maisonneuve, and also Clark Bros., makers of women's high grade McKays, spent a few days in Toronto recently showing samples to the trade. Mr. Savage will shortly remove from Montreal and take up his residence in Toronto.

R. Deschambault, liquidator, Saint Jerome, Que., will sell by auction on September 13th at Saint Jerome the property, furniture, etc., of the Cimon Shoe Co., Limited, in two lots, viz.: Lot No. 1—The land and buildings upon same, with dynamo and electric power installation, machinery and tools, etc. Lot 2—Furniture in office and factory, harness, carriages, leathers, merchandise, traveling equipment, etc. The former lot amounts to the sum of \$69,492.29 and the latter to \$5,970.66. The auctioneers are Turcotte Bros., 69 St. James street, Montreal.

H. H. Percy, superintendent of the MacFarlane Shoe Co., Montreal, was a recent visitor to Lynn, Mass.

Mr. Sewell, of Hanover, has removed to Walkerton,

Ont., where he has taken charge of the repair department in Chas. Petteplace's new shoe store.

Tobey's Limited, manufacturers of oak sole leather, Collingwood, are preparing to increase their output and additions are being made to the plant. A large frame structure is being erected, which it is hoped will be ready for occupation at the end of September. New equipment will also be added. Tobey's Limited is one of Collingwood's most progressive industries. It has been established many years, and has always been carried on successfully. On two occasions the industry suffered from fire, yet it has always risen from the ruins, and to-day is in a flourishing condition.

Stanley Grimm has opened a shoe repair shop on Queen street west, Bridgetown, N.S.

Edward Barber, shoe retailer, of Swift Current, Sask., has sold out to J. A. Early.

L. Godbolt, of Winnipeg, who is the Western Canada representative of J. & T. Bell, Limited, Montreal, having been with the firm twenty-six years, was in Toronto and Montreal last week on business.

Campbell & Winn, shoe retailers, proprietors of the Sample Shoe Stores at 310 and 256½ Yonge street, Toronto,

TRAVELER, RETAILER AND MILITIAMAN

L. W. Johnston, who, for the last six years, has been covering the Maritime Provinces in the interests of the Cook-Fitzgerald Co., London, will, in addition to their line this season, carry that of the Blachford Shoe Manufacturing Co., makers of women's fine welts, Toronto. Mr. Johnston has had a rather interesting career. He is captain and acting adjutant of the 29th Highland Light Infantry, and has notified the commander of the division, that he is ready



L. W. JOHNSTON, GALT, ONT.

for every overseas service at any time. An enthusiastic military man, as well as shoeman, he began his commercial career as buyer for the Hall & Munson Co., a large departmental store owned by one of the biggest lumber companies in Michigan, and for four years was manager of the store. After they were burned out Mr. Johnston was for a number of years with the Seltz-Schwab Co. in the southern part of Michigan. Coming to Galt on a visit some twelve years ago, he bought out a shoe store and has been in the retail business ever since, and has also spent a good deal of his time in travelling—making good in both lines.

have sold the lower store to Leonard & Co. D. A. Leonard, head of the new firm, was for some years manager of the Slater Boot Shop, Toronto, and has many friends in the trade, who will wish him success in his new venture. He will conduct a high class specialty shoe shop for men and women as soon as the present general stock is cleared out.

Patrick Rowan, who has been manager of the Slater Boot Shop, Hamilton, Ont., has also been appointed manager of the Slater Boot Shop, Toronto, and will look after both establishments. He is an experienced shoeman and well acquainted with the trade in both cities.

S. W. Caldwell, of the shoe department of the T. Eaton Co., Winnipeg, was in Toronto, Montreal and other centres recently on business.

Burglars recently visited the shoe store of Waterbury & Rising, Main street, St. John, N.B., effecting an entrance through a small window at the rear of the building. They were, however, disappointed in their operations and managed to escape, but carried away very little booty.

L. Sing has opened a new shoe shop at A. T. Wyatt's store, Cannington, Ont., and makes a specialty of repair work.

W. C. Myers, who represents the Star Shoe Co., of Montreal, La Parisienne Shoe Co., Montreal, and the Rena Footwear Co., Montreal, will, during the second week of the Canadian National Exhibition, have all his lines displayed in a large sample room at the Queen's Hotel, Toronto, and will be pleased to welcome all his old friends and customers.

W. J. Sisman, of the T. Sisman Shoe Co., Aurora, Ont., has been spending a holiday in the Temagami district.

The new branch of the United Shoe Machinery Co. at Berlin, is now open and a full stock of parts and supplies. L. W. Hanson, manager of the Toronto branch, is also manager of the Berlin office and of which S. W. Price is in charge.

Ed. Lynch, Western Canada representative of the Minister, Myles Shoe Co., Toronto, left this week for the Prairie Provinces with a fine range of spring samples.

J. A. McLaren, of McLaren & Dallas, wholesale shoes, Toronto, has returned from spending a pleasant holiday in Goderich, Ont.

L. F. Jackson, who represents the Brandon Shoe Co., Brantford, in the Maritime Provinces leaves this week on an extended selling tour throughout the east.

J. A. Adams, of the Murray Shoe Co., London, has returned from an extended business trip to Montreal, St. John and Halifax.

It is understood that the King Shoe Co., Limited, Toronto, intend in the near future to make men's welts in addition to their regular lines of women's. Several improvements are being made to the plant.

W. V. Mathews, manager of manufacturing, Ames-Holden-McCready, Limited, spent a few days recently in Boston and other eastern shoe centres.

Narcisse Gagnon, of Aird & Son, Montreal, has returned from a pleasant holiday trip down the St. Lawrence River and Gulf.

L. H. Morgan, who has been connected with Williams Shoe, Brampton, for a number of years, has been appointed superintendent of the factory.

John Mason, of William Mason & Son, sheep skin tanners, Dundas, Ont., was in Toronto last week on business.

F. A. Meservey has been appointed sales manager for Blachford, Davies & Co., Limited, wholesale shoes, Toronto, and has entered upon his new duties. He has had a wide experience in the footwear line, both wholesale and retail, and was for some fifteen years with A. F. Cox & Son, Portland, Maine, occupying the position of buyer for the last six years. Mr. Meservey was also with L. P. Ross & Co., of Rochester, a leading jobbing house for some three years. Previous

to identifying himself with the wholesale line he spent some five years in the retail end.

Mr. Sauve, of Sauve & Perras, leather jobbers, Montreal, was in Boston recently on business.

C. W. Whitley, of Fred Whitley & Co., Montreal, spent a few days in Boston and other centres recently on a business trip.

L. S. McKindsey, Western representative of W. B. Hamilton Shoe Co., Toronto, leaves this week on an extended trip throughout the Prairie Provinces.

A. L. Dupont, of Dupont & Frere, Maisonneuve, Que., is spending a few days in Boston and other New England centres.

W. T. Francis, of the John Ritchie Co., Que., was in Boston and other shoe centres recently.

L. Gauthier, jr., of L. Gauthier Co., Quebec, paid a visit to the New England shoe and leather markets last week.

Singer's Fit-Rite Shoe Store, Montreal, has been incorporated.

The U. S. M. Co., Montreal, have installed a 6-foot shoe repair outfit, model N, in the shop of R. W. Groskery, Perth, Ont.

Tourigny & Marois, Quebec, will shortly be installing a full equipment of machines for the manufacture of Good-year welt shoes.

Henri Martineau, Montreal, has associated himself with the Blachford Shoe Manufacturing Co., Limited, and in the cities of Montreal and Quebec will act as their representative. He has now received his full set of samples and is well settled in his sales rooms at 502 St. Catherine street east, Montreal.

Leduc & Bordeleau have opened a retail shoe establishment at 29 St. Catherine street east, Montreal.

E. Bayes, 226 Eighth avenue, Calgary, has installed a 22-foot U. S. M. Goodyear shoe repair outfit, model N, in his establishment.

G. J. Trudeau, Montreal, is at present in Boston and other American shoe centres.

F. P. Beemer, with the Blachford Shoe Manufacturing Co., Toronto, is spending a few days in Boston. Immediately on his return he leaves for Winnipeg on his spring trip.

Sydney New, of the Newcastle Leather Co., New York, was in Montreal this week visiting the Canadian office of his firm.

R. J. Kidd, of R. Neill, Peterboro, was a visitor in Montreal factories recently.

John G. Simpson, who was in the employ of Mutrie & Son, shoe retailers, Victoria, B.C., for two and a half years, has enlisted, having joined the 48th Battalion for overseas service. Mr. Simpson, who is a capable and energetic shoeman, has always taken a prominent part in amateur athletics and leaves behind him a host of friends, who wish him good luck and a safe return.

Chas. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, has returned after spending a few days in Montreal and Ottawa. This enterprising firm are making arrangements to double their factory space, so rapid has been their expansion during the past year. The addition, which they will take on, will enable the firm to turn out from six to seven hundred pairs a day of women's high grade welts, in which they specialize.

W. H. Jardine, representing the Blachford Shoe Manufacturing Co., Limited, Toronto, is now visiting his customers in northern Ontario. While up there he will spend a few days on a fishing trip on Manitoulin Island.

Since the last edition of the SHOE AND LEATHER JOURNAL there has been another large issue of Canadian army shoes. The boot is of the same type as already described, being the standard pattern recently adopted. It is understood

that Ames-Holden-McCready, Limited, Montreal, have received an order for 67,000 pairs from the Militia Department; John McPherson Co., of Hamilton, were awarded 10,000 pairs; The Brandon Shoe Co., Brantford, 8,000 pairs; Valentine & Martin, Waterloo, 5,000 pairs, and the Western Shoe Co., of Berlin, 5,000 pairs. It is also learned that the Brandon Shoe Co. were given an order for 15,000 hospital rest shoes, and Ames-Holden-McCready, 45,000 pairs.

"Prompt Service Catalogue" describes a new one issued by the Blachford Shoe Manufacturing Co., Limited, Toronto, illustrating twelve stylish, up-to-date lines which will be carried in stock in their "Order Now Department." The assortment of styles is inclusive of the big selling lines in which the retail stores never want to be out of sizes. The fine service which this department will be able to give the trade in the matter of "sorting up" will no doubt prove more successful this season than even last season, when for weeks their factory had to work overtime in order to keep their stock department filled up. The catalogue is very neatly executed and was designed and printed by the Acton Publishing Co., Toronto.

Hallam's Weekly Market Report, Toronto, says: Beef-hides—City butchers or packer hides with a good take off which can be used in the better grades of leather are still being absorbed at unchanged prices, while there is a decidedly easier feeling on country hides or the poorer take off, which has caused a decline of about 2 cents per pound in this class of hide in the last two weeks. City butcher hides, green flat, 18c. per lb. Country hides, flat cured, 17c. to 18c. per lb.; part cured, 16c. to 16½c. per lb. Calfskins are quiet, and an easier feeling prevails. City skins green, flat, 15c. per lb. Country, cured, 18c. to 19c. per lb.; part cured, 17c. to 18c. per lb., according to condition and take off. Deacons or bob calf, 75c. to \$1.10 each. Sheepskins are holding their own, late take off shearlings and lambskins bring a little higher price on account of carrying more wool. City sheepskins, \$1.75 to 2.50 each. Country sheepskins, 75c. to \$2.00. Spring lambs and shearlings, 65c. to \$1.25.



A. MCKILLOP, WHOLESALE SHOES, CALGARY, WHO RECENTLY DELIVERED AN ADDRESS BEFORE THE CANADIAN CREDIT MEN'S ASSOCIATION ON "BUILDING UP A BUSINESS BY RIGID INSISTENCE ON QUALITY."

SALESMEN ON "THE FIRING LINE" IN SPRING SHOE SELLING CAMPAIGN



HARRY ADAMS
Slater Shoe Co.,
Montreal



W. E. SHORT
Kingsbury Footwear
Co., Montreal



J. T. SUTHERLAND
Cook-Fitzgerald Co.,
London



L. M. STOCK
Walker-Parker Co.,
Toronto



C. S. CORSON
Regal Shoe Co.,
Toronto



W. C. MYERS
Star Shoe Co.,
Montreal



A. M. JARVIS
Murray Shoe Co.,
London



J. A. MORIN
Jas. Robinson,
Montreal



FRANK POWER
Macfarlane Shoe Co.,
Montreal



HARVEY E. GRAHAM
Hartt Boot & Shoe
Co., Fredericton



N. J. BORDEAU
Galt Shoe Mfg. Co.,
Galt



J. G. SETTLE
Murray Shoe Co.,
London



H. E. WETTLAUFER
Chas. A. Ahrens,
Limited, Berlin



JOHN SCOTT
Eagle Shoe Co.,
Montreal



JOHN FAREWELL
D. D. Hawthorne
& Co., Toronto



A. A. ARMBRUST
Woelfle Shoe Co.,
Berlin



G. H. TAYLOR
Kingsbury Footwear
Co., Montreal



E. E. MCINTYRE
Brandon Shoe Co.,
Brantford



JOS. GRAVEL
Thompson Shoe Co.,
Montreal



J. A. MCLEAN
Eagle Shoe Co.,
Montreal



C. A. LEBLANC
Star Shoe Co.,
Montreal



L. FAREWELL
Hartt Boot and Shoe
Co., Fredericton



W. E. WILSON
C.N.W. Shoe Co.,
London



A. A. ORENDORFF
Cook-Fitzgerald Co.,
London



H. L. GEENE
White Shoe Company
Toronto

SALESMEN ON "THE FIRING LINE" IN SPRING SHOE SELLING CAMPAIGN



G. H. ANSLEY
Perth Shoe Co.,
Perth



J. S. LOVELL
Corbeil, Limited,
Montreal



J. G. MCDIARMID
Cook-Fitzgerald Co.,
London



J. G. RIEL
Star Shoe Co.,
Montreal



FRANK M. DOWNS
McLaren & Dallas,
Toronto



R. G. PERCIVAL
Kingsbury Footwear
Co., Montreal



H. E. LANDON
London Shoe Co.,
London



J. J. CONNOR
McLaren & Dallas,
Toronto



J. S. ASHWORTH
Sir H. W. Trickett,
Limited



J. P. MAHER
Reliance Shoe Co.,
Toronto



GIDEON KNECHTEL
Williams Shoe, Ltd.,
Brampton



J. A. SMITH
D. D. Hawthorne
& Co., Toronto



W. H. BUDREO
Regina Shoe Co.,
Montreal



C. H. FIRTH
Sterling Bros.,
London



W. G. BERSCHT
McLaren & Dallas,
Toronto



H. B. MCGEE
Minister Myles Shoe
Co., Toronto



FRED P. BEEMER
Blachford Shoe Mfg.
Co., Toronto



F. J. SHARPE
Eagle Shoe Co.,
Montreal



J. E. FIRTH
W. B. Hamilton Shoe
Co., Toronto



FOSTER CHALMERS
John McPherson Co.,
Hamilton



KEN. MURRAY
Murray Shoe Co.,
London



W. J. GARD
Eagle Shoe Co.,
Montreal



H. R. LIST
Luc Routier,
Quebec



W. S. PETTES
Star Shoe Co.,
Montreal



HENRI MARTINEAU
J. A. & M. Cote,
St. Hyacinthe

NEW NAME FOR FELT GOODS

FELT FOOT

The Canadian Consolidated Rubber Co. have christened their line of "Kumfys" and "Felt Foot" slippers with a new name, namely, "Felt

Foot Slippers for Home and Fireside." The lettering on the words "Felt Foot" is the same as the Company have been using for "Flect Foot" shoes for "every sport and recreation." In view of the fact that the selling season for felt slippers is approaching rapidly, this announcement is of considerable interest to the trade.

MAKING A DISPLAY AT FALL FAIRS

T. W. Hart, western representative of the Nugget Polish Company, Toronto, has returned from an extended visit throughout the west. He had charge of the exhibits of the Nugget Polish Company in Calgary, Edmonton and Saskatoon. H. W. Parsons, eastern representative of the company, started on his fall selling trip last week and will visit many important centres in Quebec and the Maritime Provinces. He will have charge of the company's exhibits in Quebec, Fredericton, Halifax and Charlottetown, P.E.I.,

KEEPS HIS EYE ON THE STOCK

One of the live members of the Canadian Consolidated Rubber Company is A. D. Weber, who is a Berlin boy. He entered the employ of the Berlin Rubber Mfg. Co., as a shoemaker in 1901, and later, was transferred to the shipping department, after which he took a position on the road. At the organization of the Merchants' Rubber Co., he joined



A. D. WEBER, BERLIN

that concern, and when the Canadian Consolidated Rubber Company was launched, he was made assistant manager of the Merchants' mill. His next post was manager of the shoe department of the Toronto branch, from which he was promoted to his present position at the head office in Montreal, where he has complete charge of stock, and devotes his attention to the weeding out the commercially unfit. His duties include the manipulation of the merchandise, so that there will be no undue accumulation of inactive stocks at any one point and that goods will travel by the shortest route between factory and consumer.

while L. R. Howard will supervise the exhibits in Ottawa and Sherbrooke. The display at London will be looked after by F. B. Bollard. John Harris, manager of the company, will be in direct charge of the Toronto exhibit and will be assisted by several of the staff.

PLAYING FOR THE CHAMPIONSHIP

Through the loss of their last game played with U. S. M. Co. team, the Kingsbury Footwear Co. nine are forced to play off next Saturday with the former team for the championship of the Maisonneuve Baseball League. A crowd of over 1,500 people witnessed the last game between the two teams, which was played on the National Grounds. Below is the score by innings:

	1	2	3	4	5	6	7	8	9	10	R.	H.	E.
Kingsbury	0	0	2	0	0	1	2	0	1	0	6	13	6
U. S. M. Co. . . .	0	0	1	0	0	0	0	5	0	1	7	5	3

Prevost and Fernet—O'Donnell and Irwin.

WHY SHOULD THIS GO ON?

Editor SHOE AND LEATHER JOURNAL:—

I am not a kicker or a knocker. I like to see everyone get on as well as possible and make all the money they can and be as happy as they can be on this mundane sphere. I am informed, on what I believe good authority, that the Y.M.C.A. of Toronto have been handling tennis shoes and supplying them to their own members, as well as to soldiers and others.

Now, what right has an institution of this kind to go into such a business or any firm to supply an institution like this with the necessary requisites to enable them to make the venture? This is in direct opposition to the legitimate retailer who pays rent, taxes, and all other levies, and is the best medium of distribution that the trade enjoys. In fact, his importance and place in the community can scarcely be realized.

I am offering this observation in the hope that some explanation may be forthcoming through your columns.

Yours, etc.,

BUSINESS.

MAKING GOOD PROGRESS IN WORK

The executive of the Toronto Shoe Retailers' Association have been meeting weekly for some time past, getting the constitution and by-laws in shape. A general meeting of all the members of the Association will be held on Thursday, September 9th, at 9.30 o'clock, in the Temple Building, Toronto. The object of the gathering is to approve the constitution and by-laws and to appoint special committees for the year. It is hoped that there will be as large an attendance as possible, in order that all may show their appreciation of the good but quiet and effective work which has been done by the executive during the past few weeks.

CURING RETURNED GOODS EVIL

An association of retailers in St. Louis are using space in the St. Louis papers in order to deliver to the public an important message on returning merchandise. It reads as follows:

"In a spirit of fairness and protection to the shopper, and in justice to the merchant, the Associated Retailers of St. Louis are obliged to adopt the following just and reasonable rules in order to materially remedy 'The Return of Merchandise Habit,' a very unfair and unnecessary practice decidedly costly to the stores and public as well."

The advertisement then enumerates a list of goods which



TORPEDO LAST

MR. RETAILER—

Our range for Spring is now completed, and travelers are out with samples.

Very shortly the Cook-Fitzgerald salesman will be calling on you, and we solicit your attention to his line:—

Astoria and Liberty Shoes for Men

You will find in this line the right kind of shoes for your most particular trade—shoes in which smart style is combined with perfect fit and faultless quality.

Don't place your Spring order until you have seen the "ASTORIA" and "LIBERTY" samples—nothing better can be had at any price, because nothing better could be produced.

The Cook-Fitzgerald Co., Limited
London, Ontario

Aird McKays and Turns

Aird Spring Samples are now
in the hands of all the
Reliable Jobbers.

Inspect them.

AIRD & SON (Registered) MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM



Davis Leather Co., limited
NEWMARKET ONTARIO

Spring Styles Now Ready

Canada's premier line of Women's Fine McKays



Solid leather, flexible and squeakless. Made in sufficient variety of style to meet all demands.

Our representatives are now showing the complete range for 1916

The W. E. Woelfle Shoe Co.
Berlin, Ontario

New Brunswick, Nova Scotia and Prince Edward Island	KILLAM & SEMPLE
Quebec	A. MARTINE, 743 Champlain St., Montreal
Ottawa Valley	E. E. CODE, 281 Wellington St., Ottawa
Toronto	L. B. HUTCHISON, J. BRYANT, 76 York St., Toronto
Central Ontario	
Manitoba, Saskatchewan and Alberta	G. G. LENNOX
British Columbia	F. F. HENDERSON, 416 Cordova St., Vancouver
Northern Ontario	J. E. FAWKES



No. 153
Patent Colonial Pump, white piping around top, spool heel

cannot be returned, among these being: "shoes, when altered, buttons reset, or that have been worn or damaged.

"All other merchandise will be considered sold and not returnable, if in the customer's possession longer than three days, and then only returnable in original condition and boxing, and accompanied by sales check.

"We ask your co-operation in enforcing the above rules, which go into effect August 1, 1915."

STOCKHOLDERS WANT GREATER PUBLICITY

Stockholders of the United States Rubber Co., under the leadership of John Muir & Co., have brought pressure to bear on the directors of the company and demand greater publicity regarding the affairs of the corporation. This was brought about by the passing of the dividend on common stock by the company when the stockholders and the general public were under the impression that business with the company was very good.

A spectacular raise in the stock followed by an equally conspicuous decline, coming as it did just before the dividend meeting caused a great deal of comment and rumors claimed manipulation on the part of insiders. In fact, the financial papers contained considerable comment on both sides of the question. Up to date the stockholders making claim for additional publicity say that they cannot obtain any information regarding the affairs of the corporation.

DID NOT UNDERSTAND AT FIRST

A solitary cyclist, a benighted stranger from Montreal (Fred Meinzer, we believe), was pedaling ponderously down Main street when Granby's next to the oldest inhabitant courteously attracted his attention by standing in the middle of the boulevard with outstretched arms.

"What's up," asked Fred, reigning in his steed.

"Why, as to that—the sky, and, in fact, the complete planetary firmament," replied the native politely. "But I arrested your locomotion to acquaint you with the phenomenon that your beacon has ceased its function."

"Come again?"

"I thank you, sir, perhaps I shall, but as I animadverted, your illuminator is shrouded in unmitigated oblivion. In other words, the effulgence of your irradiator has evanesced."

Just as the solitary cyclist had his mouth seven-eighths open to call for the man's arrest a small boy passing yelled: "Hey, mister, yer lamp's out."

"It's a wonder you wouldn't a-told me that," said Fred reproachfully as he lighted up and pedaled over the next to the oldest inhabitant's toes.



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

“ROYAL” AND “BULLDOG” OUTING SHOES

Our selling representatives are now showing the
Complete Range for Spring 1916



Wait until you have seen the Independent line before placing your Spring order. In the Summer season just closing our various styles of Sport Shoes have enjoyed a wonderful success.

And still greater success is assured to merchants who buy them for the next season, as the range has been strengthened by the addition of many new lasts and styles for both men and women.



AND, REMEMBER, OUR LINES ARE
RENOWNED FOR QUALITY

THE INDEPENDENT RUBBER CO., LTD.
MERRITTON - ONTARIO

Selling Representatives:

Amherst Boot & Shoe Co., Limited	- - Amherst, N.S.	The Kilgour, Rimer Co., Limited	- - Winnipeg, Man.
The Amherst Central Shoe Co., Limited	- Regina, Sask.	The J. Leckie Co., Limited	- - - Vancouver, B.C.
A. W. Ault Co., Limited	- - - - - Ottawa, Ont.	The London Shoe Co., Limited	- - - London, Ont.
White Shoe Co.	- - - - - Toronto, Ont.	McLaren & Dallas	- - - - - Toronto, Ont.
James Robinson	- - - - - Montreal, Que.		

THE
Ideal
SHOE

A Juvenile Line of Real Merit



The IDEAL Shoe is bench-made, and positively no cut off tips are used in its manufacture. It is a perfectly made shoe in every detail, with a style that is smart and distinctive, and whose wearing qualities are uncommonly good.

PATENT
BOX CALF
GUNMETAL
DONGOLA

MADE ONLY BY

The Ideal Shoe Co., Limited

Elmira

--

Ontario

THE
Robson Leather Co.
LIMITED

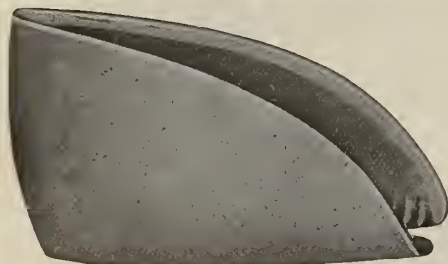
Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.



"Our Fibre Counters are Guaranteed to Outwear the Shoe"

DUCLOS & PAYAN

TANNERS AND MANUFACTURERS OF

Chrome Sides in black and colors, Box Sides, Gun Metal and Dull Sides

MENNONITE GRAIN IN BLACK AND TAN

CHROME SOLE

FACTORY AND OFFICE :
ST. HYACINTHE, P.Q.

STORE : 224 LEMOINE ST.
MONTREAL



SOLE LEATHER

OAK—"TRENT VALLEY"—Mellow, Non-acid. "Tests up." Is reliable. In Bends, Backs, Sides, Bellies.

"LION"—Firm. Specially tanned for army purposes.

HEMLOCK—"PENETANG" and "EAGLE"

TAP SOLES—We stand behind every dozen.

THE BREITHAUP LEATHER CO., LIMITED

BERLIN

ONTARIO

Established Over Half a Century



Watch For The Big Spring Range

of Canada's most popular line of men's staples—a line that always finds a ready, steady sale wherever shown.

The Williams Shoe

Its reputation is founded upon the solid rock of quality. Every WILLIAMS SHOE is made to wear well, and it **does wear well**. Nothing but the most flawless material is used and every detail of workmanship is carried out with unremitting care. At the same time, the WILLIAMS SHOE has unexcelled fitting qualities, and is one of the neatest appearing shoes for men on the market.

Be Sure You See the Spring Line

WILLIAMS SHOE, LIMITED
BRAMPTON, ONTARIO

We Specialize on

**GALLOON BINDINGS,
TASSELS AND TRIMMINGS**

for Baby Shoes

Established
in



1900

Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
Lincoln St., Boston, U.S.A. Everett

If

you want the
best material
and workman-
ship ask for



No. 14—10 in. leg

**John Bull
Larrigans
and
Leggins**

Made by

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



THE SALEABILITY OF YAMASKA BRAND

lies in their popularity. And this, in turn, is due to their quality.

You should at all times have a stock of YAMASKA BRAND SHOES. They're sure steady sellers, and last of all—repeaters.

They're just what the great majority of the people want in Style, Fit, Service and Price.

LA COMPAGNIE
J. A. & M. COTE
ST. HYACINTHE, QUE.

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

“KHAKI”

Colored Glove Horsehide

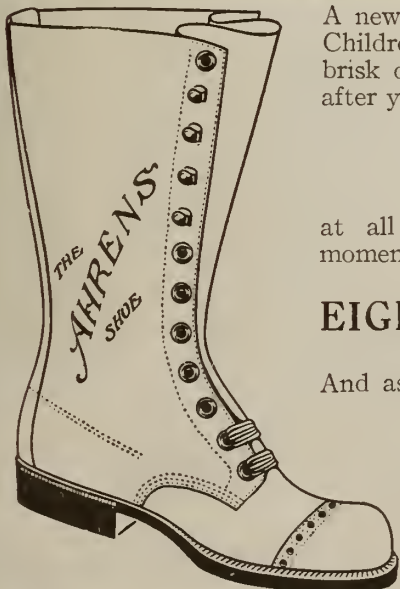
This new soft green color is now added to our regular line and Khaki Horsehide has all the desirable qualities which have made P. & V. Glove Horsehide so well known.

Samples on request

PFISTER & VOGEL CO.
 85-87 South Street = = Boston, Mass.

Charles A. **AHRENS** Limited
 BERLIN, ONT
 Manufacturers of
Solid Leather Shoes

WRITE FOR OUR
STOCK SHEETS



A new feature of our line is the Infants' and Children's Stitch Down. This line is having a brisk demand and we are in a position to look after your requirements in these tackless goods.

IN STOCK

at all times, and ready for shipment at a moment's notice, over

EIGHTY DIFFERENT LINES

And assorted stocks of Men's, Boys', Youths', Women's, Misses', Gents', Girls', and Children's Shoes in McKay, McKay Welt, Standard Screw or Rivet.

*See Our Traveller
 For Your Staples*



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BARRIE TANNING COMPANY

MANUFACTURERS OF LIMITED

STAPLE AND FANCY LEATHERS

RUSSET SIDES AND SPECIALTIES

BAG

CASE

TRUNK

STRAP

LEATHERS

BRIDLE

COLLAR

SPLITS

BOOKBINDERS

HIDES ALL SPECIALLY SELECTED

UTMOST ECONOMY IN CUTTING

FACTORY & HEAD OFFICE BARRIE, ONT.

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



THE
Smardon
SHOE



SMARDON SHOE CO., LIMITED
Montreal
P.Q.

THE SHOE & LEATHER JOURNAL

Keeping Pace With Progress

THERE is no retailer who would not benefit by subscribing for one or more trade papers published in the interest of the line of merchandise in which he is engaged. It is absolutely impossible for him to keep pace with the progress and development of conditions in his particular calling unless he does.

The wide-awake, aggressive merchant of to-day has no trade papers lying around with uncut wrappers on them, for he has learned that they are an essential factor in his business routine. Every time he has perused the columns of his particular trade paper, he has applied the emery wheel of progress and has polished and brightened his business intellect.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL





A line of high class shoes for
women made by



Perth Shoe Company

LIMITED

Perth

Ontario



Goodyear Welts

High Cuts, \$4.00 Retail
Pumps, Colonials and
Oxfords, \$3.50 Retail

Many smart new styles of real
distinction are to be seen in the
Range for Spring 1916.



“Ritchie Service”

Vici Cushion Sole Boot

ONE OF OUR SPECIALS

Made
up to a
Standard
and
always
the
same



*THE
Ritchie
Shoe*

Only the very best of materials are used in the manufacture of our cushion insole.

For service, style and comfort this boot is in a class by itself.

The large sale proves the satisfaction it is giving to the wearer.

We now have this shoe IN-STOCK.

Write us today

The
John Ritchie Company
Limited
Quebec

Snappy Spring Lines

KINGSBURY AMERICA'S BEAUTY CANADA'S PRIDE



PATENT LEATHER VAMP AND FOXING, BLACK CLOTH TOP, LOUIS HEEL, SIDE BUTTON

You can always count on these lines reflecting the very latest style tendencies—just as you can depend on their having individuality in appearance, plus uniformity in good workmanship. You, Mr. Retailer, can find just what your trade demands in our Spring 1916 range—every shoe a splendid seller.

Has our representative called on you yet? If not, wait for him. It pays.



MILITARY PUMP, GREY KID TOP, SMALL ORNAMENTS ON SIDE AND THROAT



**Kingsbury
Footwear
Company**
LIMITED

Specialists in Ladies' Footwear

Montreal



MILITARY BALL, FANCY CUT FOREPART AND FOXING, PATENT LACE STAY AND COLLAR

Ready for



the Fall Drive



5026—Pat. "Plaza." Black Cloth Top, Louis Heel, Lorraine Model, \$3.25



5025—Pat. Lace, Diamond Tip, Black Cloth Top, Louis Heel, Lorraine Model, \$3.25.

Canada's Finest
Footwear for Women
at Your Service

Present conditions in the Business World have caused many dealers to buy in small quantities for Fall.

You will need sizes for immediate delivery many times and to this end we have

Twelve of the Leading
Lines for Fall
IN-STOCK

SEND FOR OUR CATALOG

Our travelers are out covering all Canada for spring, and one of them shortly will be in your town. Do not place your order until you see him



5024—Pat. Lace, Black Cloth Top, Eunice Model, \$3.00.
5012—Pat. Button, Black Cloth Top, Philys Model, \$3.00.



5001—Pat. Button, Black Cloth Top, Grecian Model, Medium Wide Toe, \$3.00.
5004—Pat. Button, Black Cloth Top, Ritz Model, Medium Narrow Toe, \$3.00.

Blachford Shoe
MFG. CO., LIMITED

92-94 Sherbourne St. - - TORONTO



5007—Velvet Kid, Button Boot, Cushion Insole, Nature Model, \$3.00.
5008—Same in Bluch. Cut, \$3.00.



5023—Pat. Lace, Dull Quarter, Grecian Model, \$3.00.



5000—Pat. Button, Black Cloth Top, Tip, Patrician Model, \$3.00.
5011—Same, Dull Top, \$3.00.
5019—Kid Button, Pat. Tip, Mil. Heel, Sibyl Model, \$3.00.

Canada's Latest Shoe Venture

We take pleasure in announcing the opening of our new, up-to-date factory at Point Aux-Trembles, specializing in the manufacture of Women's, Misses' and Children's McKays.

Salesmen are already on the road with the finest assortment of shoes ever offered in Canada.

OUR REPRESENTATIVES:—

AUGUSTE MARTINEAU,
Montreal

J. LANGEVIN,
Quebec Province

JAS. GRANT,
Eastern Ontario

L. P. DELONGCHAMPS,
Eastern Townships

E. G. McCOLOUGH,
Maritime Provinces

B. R. GROSSKURTH,
Western Ontario

CANADIAN FOOTWEAR CO., LIMITED

Offices and Showrooms - - - 44 St. Antoine St., MONTREAL

A. LECOURE, Man. Director

EMILE LAROSE, Sales Manager

MADE IN CANADA

Dominion
Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited
NEWMARKET ONTARIO



Experienced shoemen say that frequently a sale is made or lost by a customer's first impression. How necessary it is, therefore, that you show footwear so carefully made, from cutting to finishing, that it invariably pleases the eye!

But also it must be made of the best material, fit comfortably and sell at a reasonable price.

On all four points BELL Shoes give eminent satisfaction.

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"

A Hartt Style

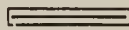
A "SPRING 1916 SAMPLE"

Dull Calf Bal, Receding
Toe, Low Heel, On New
Last.



OUR Travelers are just starting
"Spring 1916 trip." They
are probably later than most
others, but our excellent range
will justify the live dealer waiting
to see it before placing.

"Ask to see the Gold Medal Line."



THE HARTT BOOT & SHOE CO.
LIMITED

"Canada's Best Shoemakers"

FREDERICTON,

N.B.

If you—

are on the lookout for the best values that can be secured, you should make it a point to see the Spring range of the

Drummond Shoe

for Men



We manufacture medium grade Goodyear Welts only, and, by so closely *specializing*, we are able to produce shoe *values* that are little short of *amazing*.

There's real art in the design of every Drummond Shoe

That is, they are *appreciatively* designed by men who thoroughly understand the *fundamentals* of shoe style—who have *accurate knowledge*, acquired by close study of what your *customers require* in shoe style.

And then—quality! Every Drummond Shoe is produced in a large, modern shoe factory, thoroughly equipped with all the newest and best machinery for producing accurate and perfectly finished work.

Make no mistake, Mr. Shoe Merchant, in the Drummond range for Spring you will find the *very best buys* for medium grade Goodyear Welts. See the range—it's most convincing.



DRUMMOND SHOE, LIMITED
DRUMMONDVILLE, QUE.



The Slater Shoe Factory



In Stock Line
No. 540
\$5.00 Value



In Stock Line
No. 541
\$5.00 Value

SLATER SHOES

Are full values, and the Spring 1916 Models are the last word in style, fit and quality. A surety for quick and profitable selling at right prices.

In Stock Department

Twenty-five popular priced lines have been selected and catalogued for this department to enable our customers to keep their lines constantly filled.

Service

Orders for "In Stock Goods" shipped the day they are received. Write for catalogue.

THE SLATER SHOE CO., LIMITED
MONTREAL
MAKERS OF MEN'S WELTS EXCLUSIVELY



CLASSIC SHOES

Have you seen the range for Spring ?

In every section of Canada the CLASSIC Shoe is proving its supreme worth as a business builder, in the women's and children's departments

And the range is so complete and comprehensive that it ranks with any on the continent for variety and value. You can follow your instinct to push "Made-in-Canada" Shoes, with the assurance of the best results to yourself and your customers, by selling CLASSIC SHOES.

The Shoes
That Are
Supplanting
Foreign Footwear

Getty & Scott

Limited

GALT, ONTARIO



Important



F. S. SCOTT, M.P.

THIS is to announce to the Shoe trade of Canada that the undersigned have acquired the Shoe Manufacturing business formerly carried on by the Cook-Fitzgerald Co., Limited, London, Ont. As every shoe merchant knows, the Cook-Fitzgerald firm manufactured the well-known

“Astoria” *Goodyear Welt*

Well-known
brands with
new vigor
infused.

These lines have an established reputation second to none in the men's shoe field and this reputation will be maintained and extended and the well-known brand names—“ASTORIA” and “LIBERTY” will be retained.

Scott-Chamberlain, Limited
London, Ontario

Announcement

The travelling staff of the late firm will also be retained in full strength; its members are, at this time, out on the road with complete sample assortments of the line for Spring placing.

"Nothing Succeeds Like Success"

Messrs. Scott and Chamberlain, whose photographs appear in this announcement, will be recognised as being also the president and secretary respectively, of Getty & Scott, Limited, Galt, whose success with "Classic" Shoes for Women and Children is well-known.



WM. CHAMBERLAIN

"Liberty"

Shoes for Men

Up-to-date methods and reliable service which have made the "Classic" Shoe a Canadian National Institution will, unquestionably do the same for "ASTORIA" and "LIBERTY" Goodyear Welted Shoes for Men.

Will prove that
"Made-in-Canada"
Men's Shoes are
second to none

Scott-Chamberlain, Limited
London, Ontario

CLASSIC SHOES

Have you seen the range for Spring?

For
Women
and
Children

If you have been under the impression that you had to go across the boundary line for real snap and sparkle in shoe styles, the CLASSIC range for Spring will show that such an impression is not justified by the facts.

Comparison will prove it. Compare the new CLASSIC models with anything from the United States, and it will be the foreign makes, and not the CLASSICS, that will suffer by comparison.



Getty & Scott

Limited

GALT, ONTARIO



Yamaska Brand

IMPLIES SENSIBILITY IN SHOE CONSTRUCTION

It has taken over half a century to build the reputation of YAMASKA BRAND footwear, but our policy today is the same as the day we started in business—not so much to make shoe styles on the latest lasts as it is to make shoes that last (though our lines are always snappy and up-to-date). We aim at QUALITY, rather than at STYLE, and as we have built our large trade on QUALITY at REASONABLE PRICES, we want our clients and prospective patrons to know that Spring 1916 will prove no exception to past seasons.

Sensible, lasting and comfortable lasts make up the YAMASKA Spring range. Be sure to see it thoroughly when our salesman calls.

LA COMPAGNIE

J. A. & M. Cote

ST. HYACINTHE - QUE.



Watch For the Eagle Traveler



Men's Patent Bal, shepherd's plaid top, patent eyelet facing. A last which comes in all combinations.

WITH
"EAGLE" AND
FRANK W. SLATER'S
"STRIDER" SHOES

Our Spring 1916 samples include all the most recent changes in lasts and patterns, and we are showing a wider range than ever before.

We specialize in making high grade Welt and Turn shoes for both men and women. Eagle shoes are noted for their style and individuality, as well as for their genuine wearing qualities.

Our "Extra" for Spring— "La Lorraine" McKays

We have added a limited range of Women's McKays, all solid and made on lasts up-to-the-minute. McKays with that smoothness and flexibility that is so much talked of and so hard to get. And they are priced to allow a splendid profit and still answer the popular demand. We have named it our "La Lorraine" line. Talk it over with one of our boys.

Quebec Province: A. J. PINSONNAULT E. Ontario: ALF. WINN W. Ontario: F. B. HULL Maritime Provinces: W. J. GARD
 Manitoba: JOHN SCOTT Montreal Island: E. A. MARCHILDON Saskatchewan and Alberta: S. A. McLEAN

The Eagle Shoe Co., Limited

MONTREAL, QUE.

Makers of "Eagle" and Frank W. Slater's "Strider" Shoes

Special Note

Don't fail to see
our line of Boys'
Home Guard
Shoes in Calf
Leather.

It's a Winner.



“BRANDON” “MONARCH” AND “DR. BRANDON” CUSHION SOLE

The Spring Range is now being shown. You will observe when the Brandon Salesman calls, that the plainer and more sensible patterns have the lead. We are also showing a special line of Flexible Welts that should appeal to every merchant who wants a shoe to retail at \$4.00

This is what you want, because it is what your trade wants. At the same time, the range is very large and comprehensive, containing an assortment of lasts that will suit every type of men's feet that you will be called upon to fit.

And Brandon Quality is the Very Highest

Our Twenty-One Day Service is at your disposal. Take advantage of it, wire, phone or write your rush orders in and they will be looked after.

THE BRANDON SHOE CO., LIMITED
BRANTFORD - ONTARIO

McCREADY

SHOES FOR SPRING



Women's Derby Colt, Foxed Oxford,
Grey Top, Pointed Tip



Men's Gun Metal Calf
Bal, Seamless

In the point of fashion, for genuine worth, and for appearance you can't beat the McCREADY SHOE.

Each shoe is built for a definite purpose, each shoe fulfills a definite style expression and gives 100 per cent. satisfaction.

Therefore, why not insure yourself against loss by placing your Spring 1916 order *now*?

Watch for the McCready salesman.

McCREADY SHOES

Quality First, Last and Always

Most Comprehensive Line of Sport Shoes Ever Offered

to the Canadian trade is now in the hands of our representatives.

“ROYAL” AND “BULLDOG”

OUTING SHOES FOR 1916



In this range you will find something to suit every shade of demand and to fit the size of every pocketbook. It gives you the opportunity to make a selection for your spring trade that will assure

your customers the *service they expect* and the service *it pays you to give*.

See the salesmen from the jobbers who are handling “Royal” and “Bull Dog”—their names are listed below—before you place any spring orders for sport shoes. You want *values* and these jobbers can show them.



THE INDEPENDENT RUBBER CO., LTD.

MERRITTON - ONTARIO

Selling Representatives:

- | | |
|---|--|
| Amherst Boot & Shoe Co., Limited - - Amherst, N.S. | The Kilgour, Rimer Co., Limited - - Winnipeg, Man. |
| The Amherst Central Shoe Co., Limited - Regina, Sask. | The J. Leckie Co., Limited, - - - Vancouver, B.C. |
| A. W. Ault Co., Limited - - - - - Ottawa, Ont. | The London Shoe Co., Limited - - - London, Ont. |
| White Shoe Co. - - - - - Toronto, Ont. | McLaren & Dallas - - - - - Toronto, Ont. |
| James Robinson - - - - - Montreal, Que. | |



Sell Twice The Shoes With Half The Effort

This is easy for the shoe merchant who has the exclusive local agency for Regal Shoes.

Regal Shoes do not have to be "talked up"—their reputation is made and is absolutely secure.

As soon as you display the Regal sign you step at once into leadership as the principal shoeman of your locality.



Regal Shoes are Made In Canada, and there are 35 styles always in stock for instant delivery.

Only one dealer in a town can get the Regal franchise—what about you? If there is no Regal Agency near you already, write for our plan.

REGAL SHOE CO., LIMITED

IN STOCK DEPARTMENT

102 Atlantic Avenue

Toronto, Ont.

The Two Pre-eminent Brands Because—

They possess health features procurable in no other shoes. The DOCTORS and PROFESSOR

are designed to satisfy particular customers. Both are built on anatomically correct lasts,

and combine style with comfort.

And there are many men in your locality who are looking for the very features brought out so strongly

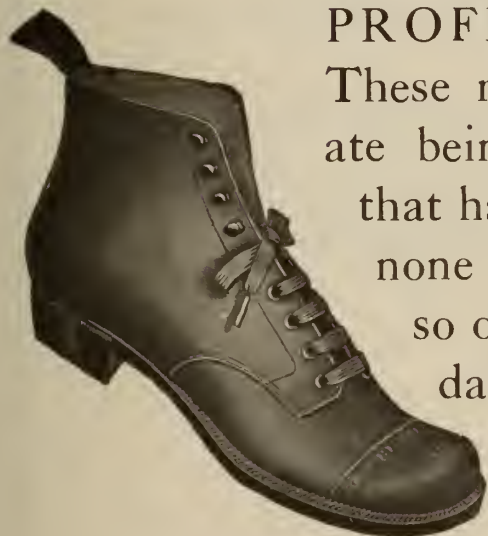
in the DOCTORS and PROFESSOR shoes.

These men will appreciate being shown a shoe that has all the style, and none of the discomforts so often seen in up-to-date footwear.

*THE
Professor*

+
PAT. NO. 119409
GOLD CROSS
SHOE

Doctors
ANTI-SEPTIC
SHOE
NON
PERSPIRO
PAT 1906 1909



OUR SPRING LINES ARE
NOW IN THE HANDS OF
ALL REPUTABLE JOBBERS

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



Union Stamp Shoe Salesmen

Welcome the salesmen with Union Stamp shoes to your door.

He is coming this month with the latest styles in 1916 footwear.

First of all, look for the Union Stamp and the rest of your work is easy.

For Union shoes are the only shoes for Union men, and Union made shoes represent the last word in quality and expert workmanship.

One stamp alone marks the Union made shoe—the official stamp of the Boot and Shoe Workers' Union.

Have the salesman show you this stamp as soon as he enters your door.

It means better, bigger, more profitable business for 1916.



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 Salesmen Are Coming

When the salesmen arrive with samples for 1916 keep these questions in mind and ask them for their answers!

Are you selling Union Stamp footwear?

Do your shoes bear the official seal of the Boot and Shoe Workers' Union, which guarantees no strikes or lockouts and expert workmanship?

Are your shoes branded with the union stamp which is recognized by the American Federation of Labor, with a buying power of ten million families behind it?

Are your shoes Union Made for Union Men?

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.



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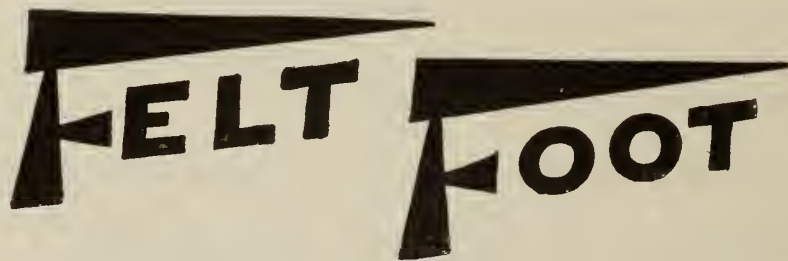


28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.



WINTER TIME IS



TIME

SLIPPERS FOR HOME AND FIRESIDE



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.

28 "Service" Branches Throughout Canada



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Create an Individuality in Your Retail Shoe Business

Make Your Store Distinctive on Some Particular Score and You Possess a Valuable Asset—The Way Some Shoemen Have Led Others in Striking Fronts, Smart Styles, Effective Advertising, Comfortable Fitting and Personal Attention—Have Your Shop Stand Out Prominently for Some Special Feature

By WM. J. ARCHER

The shoe merchant who can give individuality to his store in the way of service, good values, proper fitting, select stock, reliable methods, etc., has scored an important point in his bid for success. The leaders of to-day are those who have made their places of business stand out prominently in the public mind by one method or another.

How frequently it is the case with two retailers in the same town or locality, that one will be the recognized leader—and not always is it because he has a larger store, for I have frequently encountered dealers with small shops who completely overshadowed their competitors with larger establishments, because they gave an individuality to their store that caught on with the public and stamped it in the popular mind so that when they required shoes, they naturally thought of a particular establishment.

There are various ways of giving individuality to a business. Take for instance the case of the shoeman in a small western town. He opened up a store, right in the business section too, and while it had a good depth, its frontage was small and it did not stand out in a way to be noticed on the busy thoroughfare on which it was located. The dealer did not realize this fact until a friend came to visit him and walked by the store three times before he found it. When he told the shoeist, the latter recognized immediately why he had not been able to place his store on the business map. The fault was that there was nothing about it to attract the attention of the passing public.

Specialized on a Red Front

The retailer had purchased the building in which he was located and so could not move without a considerable sacrifice. He began to study just how he might make his present premises stand out. The result was that he painted the front a brilliant red so that even though sandwiched in between other larger stores, it stood out prominently. He called his place the "Red Front Shoe Store," and used that name to good advantage in his advertising. In fact, his advertising soon began to bring in much greater returns than previously. The "Red Front Shoe Store" was impressed on the purchasing public in a variety of ways. Stickers of a red-fronted store were used extensively on cartons and the outside of parcels, and the name used on sales slips and letterheads. It soon got so that the people of the community knew his store by the name and when they thought of shoes, their mind instinctively turned to the "Red Front Shoe Store." He had succeeded in placing his store on the map by giving it an individuality all its own.

In an Ontario town of about 2,000 population there were two dealers who battled for supremacy, but neither

was able to get very far ahead of the other. The town was not growing any larger and the one retailer, whom we will call Jones, being ambitious to progress, wondered how he was going to secure an increase in trade. About the time he began to ponder seriously on the subject, he attended a social affair at a friend's house and noticed that some of the women were wearing styles of shoes that surpassed anything that he or his competitor had in stock. Tactful enquiry brought out the information that these ladies were purchasing their shoes out of town because there was nothing being shown in the local stores quite chic or smart enough. It dawned upon Jones on second thought,—what had not occurred to him before—that his town was progressing socially in quite a wonderful manner—and naturally the women wanted apparel, including foot toggerly, just as classy and snappy as was being shown in any other town.

Put in High Class Lines

With thoughts of impending danger to his business Jones regarded this change at first. He changed his mind, however, as he began to reason to himself, "Well, if these people want this class of goods, there must be others as well who do. We have been pretty slow in stocking really high class goods or seasonable novelties in this town, but apparently they will move. Here is an opportunity to get in ahead of my competitor by featuring the very latest and most up-to-date styles in footwear—not freaks but models that are dainty and distinctive."

And that was how Jones succeeded in giving individuality to his store. He was the first to introduce real exclusive creations in his shop—and he got a reputation for handling that class of goods before his competitor realized that he had stolen a march on him. He had a certain section of the shelving set apart for dressy styles and secured a special carton for them. Attractive fixtures were installed and other methods used to give the required touch of exclusiveness to his store. The window was made to herald forth the fact. Smart women paused, looked at the display and were impressed with the fact that really fashionable footgear could be obtained at Jones. He had certainly imparted an individuality to his stock and store.

Frank and Friendly Announcements

And so, in various ways can the shoe merchant add a touch of individuality to his store, to a greater or less extent. I have not touched upon pleasing window trims, efficient salesmanship, superior service, reliable methods, correct fitting, prompt delivery, etc.

A good many dealers have been able to achieve a large

measure of definite association by means of their advertising—by the use of well written copy with carefully executed cuts and timely illustrations, backed up by a splendid mailing list. I know of one shoeman who has given character to his store by his unique advertising. He uses copy with a "punch"—the kind that grips the attention and holds it. He has become particularly noted for his catchy headings and introductions. So much so that many people look for his announcements in the press, and when you get the public doing that you have created an asset of no little value. One of the big features of this retailer's advertising is that he puts his personality into his ads. They make you feel that he is a friend of yours right away. He does not write his "talks" in the usual set form with the old form advertising phrases about "Unheard of Bargains," "Big Sweeping Sale," "Odds and Ends Must Go," etc. He converses with the reader as naturally and frankly as if he or she were before him. The result is that his advertising is interesting and convincing and produces results.

In these days when competition is so keen, giving a distinctiveness and an individuality to your store is an important problem, one which because of its value is well worth a good deal of the shoe merchant's time and attention. It has been the underlying reason for success on the part of scores of dealers, and there is no reason why many more should not cash in on it.

PINS HIS FAITH ON BRIGHT SHOPS

J. B. Kilgour is the proprietor of the Regal Boot Shop, Winnipeg, which recently installed one of the most artistic and elaborate fronts of any store in western Canada. A picture of the imposing exterior appeared on the cover of the last edition of the *SHOE AND LEATHER JOURNAL*. Until a few months ago Mr. Kilgour was a member of the old established wholesale shoe firm of Kilgour, Rimer Co., Winnipeg.

His first acquaintance with the footwear game was at Bird's Hill in Selkirk, where he spent four years. He then



J. B. KILGOUR, WINNIPEG, MAN.

joined his brother, J. J. Kilgour, of Kilgour, Rimer Co., being identified with that enterprise for nearly 28 years. Mr. Kilgour now owns the Regal Boot Shops in Winnipeg and Toronto, exchanging his holdings in the wholesale shoe concern last spring with his brother, J. J. Kilgour, for the

latter's interests in the Regal shops. He believes in having every modern merchandizing facility, and in neatness, order and arrangement, the Regal boot emporiums are right to the forefront.

WEAR AND LENGTH OF SHOE STRINGS

A shoestring is "six-fourths" long when one does not specify the length required. "Six-fourths of what?" is likely to be the question put by the layman.

When a man buys a new pair of shoes the strings in them are just long enough. When he buys the next pair of shoestrings they are too long. The strings that come with the shoes are four-fourths long, the next pair will be six-fourths unless the purchaser asks for and can get four-fourths.

These lengths have to do with men's high shoes. There is not the same trouble in the case of low shoes.

Some shoestrings will wear a long time, but they will become brown. Others will not wear so long, but will retain their original blackness. The strong strings that turn brown are of linen or very strong cotton. The others are of mixed fibres that hold their color.

Many people prefer the less durable shoestring, not only because it holds its color, but because being of a less hard fibre it stays tied better than the other. A few of the millions of shoestring wearers know how to tie a bowknot that won't come untied. The method can be explained without a diagram.

Instead of tucking the bow once over before drawing the knot tight, tuck it twice over. A fiddle string used for a shoestring would not come untied if the knot were made in that way. This knot can be untied in the same way as the other, by pulling at the ends.—Philadelphia Record.

RETAILERS ADOPT NEW BY-LAWS

A well attended meeting of the Toronto Shoe Retailers' Association was held in the Temple building, Toronto, on September 9th, at which President Howard C. Blachford was in the chair. The new constitution and by-laws of the organization were submitted by the Executive, were carefully considered and, after some slight amendments, approved and ordered to be printed for distribution among the members. It was decided that the association should hold regular monthly meetings and the third Thursday in each month was fixed upon as the date of such gatherings. A "Grievance" Committee composed of S. C. Parks, J. H. Shinnick and J. Warden Jupp was appointed, to whom all complaints and grievances made to the association will be reported and dealt with. The membership is constantly increasing and the prospects of the association are of the brightest character, as the officers are alive and aggressive and the members enthusiastic.

GOOD BUSINESS DURING EXHIBITION

All Toronto jobbers report doing a splendid business during the two weeks of the National Exhibition. There were many visitors from out of town points and all the wholesalers held "open house." Several had decided snaps to offer the callers and many bargains were picked up by the retailers, who managed to combine considerable business along with a trip to the Fair. And now that the holidays are over and all travelers are out on their routes it is expected that a good fall trade will be done. From all points in the country come reports that while the trade in women's, misses' and children's footwear is up to the mark, there is a considerable falling off in men's footwear. This is no doubt caused by the absence of a large number of young men who have either gone to the front or enlisted.

Do "Sample Shoe Stores" Victimize and Bluff Public?

Newspaper Man Conducts Lively Investigation and Declares Such Shops are Filled With Factory Rejects and Ancient Stock—Mixed in With This Rubbish is a Leaven of Fairly Good Shoes of the Cheaper Grade, but All are Invariably Sold Through Misrepresentation

Have you ever, gentle reader, bought a pair of Sample Shoes? Yes? No!

At least, probably not. The chances are a thousand to one against you. Or more.

But you've gone into sample shoe stores? Doubtless. And bought shoes? Unquestionably. What, then, does one buy in sample shoe stores, if not sample shoes? Foot junk, mostly. The sample shoe as an article of staple trade is a myth. Upon this myth and the public's carefully fostered belief in it is built the structure of an extensive trade in "seconds," damaged footwear, factory rejects, ancient stock in the last stages of senile decay, and other rag-tag and bobtail of leather making a final stop on its downward path to the scrap heap. Mixed in with this rubbish is a leaven of fairly good shoes of the cheaper grades; almost invariably, however, sold by means of misrepresentation. In fact, the very sign "Sample Shoe Store" is, in itself, an evidence of false pretense, says Samuel Hopkins Adams, in the *New York Tribune*.

Says one of the veterans of this line who is now about to reform, in the course of a complete revelation of his trade methods (after the "*Tribune*" had "caught him with the goods"):

"You want to know what chance a customer has of getting real sample shoes in a sample shoe store? Not one in a thousand. No, not one in ten thousand. Take my case. I've been in the sample shoe business here for years, and I've never yet sold a pair of sample shoes, as far as I know. If I did, it was by accident."

So extensive is this trade that it is possible for me to touch upon a very few of its exemplars. To the neglected others I hereby offer my apologies, also the hope that their turn may come later on if they steadfastly stick to their crooked last.

To begin on a good location, the Star Shoe Shop, on the second floor, at Fifth Avenue and Forty-second Street, northeast corner, holds out to the floating populace of "The Avenue" the lure of sample shoes, through the agency of a window case on the ground floor, and elaborate signs in the second-storey windows. Here the investigators purchased a pair of Russia calf shoes with white oak soles, which, we were assured, would cost \$6 to \$7 at a regular shoe store. These were sample shoes, the salesman said, and a great bargain at \$3.85. If they had been in sound condition and of good workmanship, as represented, the value would have been fair. But the workmanship is poor; the left shoe is damaged; the shoes are not sample shoes at all, and \$2.50 would be a good retail price for them.

Six Weeks Ahead of Other Fellows

At the entrance to the Fleischman Building, on Forty-second Street, near Sixth Avenue, appears the show window of Young's Sample Shoe Shop, which operates on an upper floor. Here the purchasers negotiated with an earnest and courteous salesman, who incidentally gave them a sketch of the business ("our sample shoes are six weeks in advance of any other store"; "everything you get here is the highest grade of sample shoe," and so on) for a pair of lady's buckskin shoes, at \$4.95.

"And lucky to find them in the right size, I can assure you," said the salesman. "Anywhere else they'd be \$10 at the very least."

"How can you sell them at that?" was the natural inquiry. "Are they in good condition?"

"Perfect," the salesman warmly assured us. "You see, we get 'em cheap because they're samples. Genuine high-grade buckskin."

As he spoke I was gazing at a hole in the back of one of the "perfect" pair into which a lead pencil could have been thrust. Piquancy was added to the situation by the sign on the wall, facing us boldly, with this declaration: "Every Shoe Sold Here Absolutely Perfect." However, we accepted the clerk's statement, handed over the money, and all was proceeding merrily until my companion proffered what seemed to me a mild and reasonable request.

"Just put that down on the sales slip, will you?" he said, after the clerk had repeated for the third time his assurance of the genuineness and value of the articles.

"Put what down?" he asked.

"Why, about its being genuine buckskin and perfect." The man hesitated. "Is that essential?"

"Yes, it is. What's the objection?"

"Why, it isn't usual. Excuse me for a moment."

Isn't Our Word Good Enough?

He went over and laid the case before a dark and energetic woman at the cashier's desk, who seemed to be in charge. We rose and followed. As if by magic the atmosphere of the place had changed. Where a moment before



JOHN G. SIMPSON, VICTORIA, B.C.

Lately employed with Mutrie & Son, Shoe Dealers, Victoria, who has joined the 48th Battalion for Overseas Service.

all had been smiles and confidence, there was now doubt and resentment.

"Isn't our word and reputation good enough for you?" demanded the woman.

May heaven forgive my companion for answering in the affirmative! "But what's the objection," he added, "to putting it down in black and white?"

"Well, we don't usually do business that way."

She reached for a sheet of paper, put it back, took it up again. Every salesman in the shop had now gathered around. "What is it you want me to write?"

"Genuine buckskin, absolutely perfect."

"I won't do it," she declared, angrily. "How do I know they're genuine buckskin? I didn't make 'em. Ask the manufacturer."

"Your salesman warranted them genuine buckskin," I pointed out.

"Put down 'buckskin, on approval,'" suggested another salesman.

"I'll do that and no more," she decided, taking up her pen.

"If you don't like them, you can return them," put in the first salesman.

"Will that do?" inquired the brunette guiding spirit of sampledom, beginning to write.

"No! I want just what the salesman guaranteed, in black and white!"

"Zip! The sheet of writing paper was torn in halves. Sparks snapped from the lady's lovely eyes. There was also a snappy quality in her subsequent remarks.

"Say, man! You make as much fuss over this as if you were buying real estate."

"Well, you see, I want to know what I'm buy——"

"What kind of business d'you think we do here?" All this mess over a couple-o'-dollar pair o' shoes!"

"Two dollars? Why, he charged me \$4.95 and said they were worth \$10," said my friend innocently.

"Well! What's that to make a row about? Givvum back his money." In just such a tone, I am certain, did the White Queen storm: "Off with her head!"

Took Shoes Back Regretfully

The shoes were taken back, regretfully; the money was returned still more regretfully, and the lady continued to talk with considerable freedom and fervor. She was still talking when we retired from the place.

From varied experience in this line of trade, I am able to offer herewith certain suggestions in codified form which will be found useful by those whose adventurous and game-some spirit inclines them to go up against the long odds of securing a genuine pair of sample shoes at a sample shoe store, or of discovering a real bargain at one of the places like the S— Shoe Company's, which deal in bargains and nothing else.

RULE 1 FOR BUYING—Get a written guarantee that the shoes are as represented.

RULE 2 FOR BUYING—Get a written statement of the kind and quality of leather in the shoe.

RULE 3 FOR BUYING—Don't!

The third rule is the best.

THE WAY TO TREAT THE PUBLIC

"Listen! all ye who handle the public, and I will tell you something to your advantage.

"I mean you telephone girls, street car conductors, waiters at table, lunch counter attendants, railway ticket agents and brakemen, tellers in banks, and clerks in foot-

wear stores, and anybody else whose business it is to deal with the members of the common crowd.

"I will take my text from the words of Miss Minnie Warner, the highest paid switchboard operator of the Chicago Telephone Company, as reported in the newspapers. Said she:—

"Don't be mechanical. Make every man on the wire believe that your softest tones are for him alone.' Furthermore, she said:—

"Don't be indifferent. Make every kicker believe you are brokenhearted because the line is busy.'

"I take my hat off to Miss Warner, and if my wife will let me I would like to send her a bunch of flowers.

"It is a great temptation for the busy clerk to drop into machinelike ways. It does not require so much vitality.

"But it is a mistake. I do not refer so much to the feelings of the customer, for perhaps you may not care a hoot how he or she feels, and all you want to do is to fill your time and get your wages. Besides, you may be so sorry for yourself that you haven't any sorry left for customers. Hence, we won't discuss the sentimental side of the question.

"Let us go to the strictly business and selfish side. Do you know that your greatest asset is being human?"

"Ah! you reply, 'I'm so tired and worn out that I have no vitality left to palaver over people.'

"Then put on politeness. I mean it. Act the part, if you cannot feel it. From the habit of smiling, pretend to be deeply interested in each person, learn how to make your voice sympathetic, lay in a store of agreeable phrases to hand out to each one.

"This is not hypocrisy. It is business.

"Do you realize that it is the human clerk that is in demand, that attracts customers, that stands the best chance for promotion?"

"The public is a great baby,' somebody said. It's true. I'm one of 'em. I confess I flee a sour-ball clerk as I would a soured glass of milk. Why not humor the public, then?"

"I know a ticket agent in Worcester, Mass., and I consider him the best agent in the United States. Because you can't get him out of humor. I used to go into his office and pretend to want a railway ticket just to get under his delightful influence.

"One day a wealthy and rude old lady, as some ladies are most likely to be cranky when they get old and insolent when they are of the first families in town, came into Healy's office. He was busy at his desk. A pile of letters was stacked up at his right hand. He was behind in his correspondence, in which state of things you or I would be irritable.

"The old lady drew up a chair, sat down by him and with one sweep of her hand scattered all his letters over the floor.

"Now,' she said, 'you attend to me!'

"Healy turned around, laid down his pen, shook hands with his visitor, and said smiling:—

"Now, do you know, Mrs. Jones, you've taken a load off my mind. I was just wishing I could get rid somehow of these pesky letters. Please tell me what I can do for you.'

"He sold that woman over seven hundred dollars' worth of steamer tickets.

"Why snap at people? Why show impatience? Why treat them with indifference? It's all in a life-time. It's all part of the game.

"Be human, Sade, even at your counter in the department store. Take it from me, it's money in your pocket; besides, you'll think more of your self."—Dr. Frank Crane.



Exhibit of sole leather, tap soles, etc., shown by the Anglo-Canadian Leather Co. Limited, at the Canadian National Exhibition, Toronto, 1915.

APPOINTED MANAGER OF NEW BRANCH

A new warehouse of the Kaufman Rubber Co., Limited, of Berlin, has been opened in Quebec City owing to the steadily increasing business of the firm in that province. The manager of the new branch, where stock will be carried, is A. J. Healey, who is well and favorably known to the trade. His jurisdiction will extend from Three Rivers to the ancient capital. Mr. Healey was born in Quebec City thirty-nine years ago and gained his first experience in the footwear line with Jordan, Marsh & Co.; Houghton, Dutton & Co., and other firms in Boston. He then spent



A. J. HEALEY, QUEBEC

some time in traveling, and nine years ago returned to Montreal, where he entered the service of the Merchants Rubber Co., covering the Eastern Townships. When the Canadian Consolidated Rubber Co. was formed, Mr. Healey joined the company as a salesman and in 1912 was made manager of their branch in Quebec City, which position he recently resigned to take up his new duties. He is a member of the Quebec Board of Trade and several fish and game clubs, and by way of recreation does considerable automobiling. He is a good salesman and a capable manager. His assistant in Quebec will be J. S. Deary, who is also well known to the trade.

GETTING PEOPLE TO READ CIRCULARS

It is frequently difficult to get the attention of customers by letters or circulars. The customer who receives them is likely to cast them aside with little attention unless there is some outstanding feature about them to attract attention. A plan that has been used by dealers in various lines of business is that of paying the prospect for his or her time in reading the letter or circular. The advertising is sent out to those on the mailing list and with it a cheque for a small amount, say, five cents. The first paragraph of the letter reads:

"We know your time is valuable and we are willing to pay for it at the rate of \$10 per day. We just want two minutes of your time, and although this letter is of itself well worth your while, we are willing to pay you for the two minutes it takes to read it, for which we enclose you our cheque for five cents."

The unusualness of the idea proves excellent advertising or the store. Canadian shoe dealers might probably

be able to use this plan to advantage when they have something special in which they wish to interest customers.

FOUR METHODS TO MAKE PROFIT

"There are four ways to make a profit, namely:

- "1—Increase Sales.
- "2—Reduce Expenses.
- "3—Eliminate Risks.
- "4—Raise Prices.

"Considered in order; No. 1 is something all try to do, No. 2 is not as easy to accomplish, No. 3 is likewise difficult, and No. 4 not easy although the shoe dealer is entitled to raise prices considering his greater risk, due principally to the frequent style changes in footwear.

"As a rule, salesmen want to help customers as much as they can, but, of course, must consider the interests of their employers as well, so that energy and intelligence are needed to preserve balance between the two. The three most necessary ingredients in a successful salesman could be called the Three I's, namely: Industry, Intelligence and Integrity. Opposed to these are likewise Three I's, namely: Indolence, Indifference and Intemperance, and just as the first three are practically essential to success, so any one of the latter three is calculated to spell failure."

SHOEMEN INSPECT LAST FACTORY

In the accompanying group are several figures so well known to the trade that it is scarcely necessary to identify them by name. The representatives of the Drummond Shoe, Limited, recently met at Drummondville, Que., to discuss matters of importance and secure their new spring samples. Among the social features was an automobile trip to Richmond, Que., where the splendid plant of the Boston Last Co. was inspected. The visitors were cordially received by Charles Campbell, manager. In the group, from left to right, are P. M. Goff, Toronto, who is publicity representative for the Drummond Shoe and salesman to the jobbing trade; E. A. Chalk, Toronto, who looks after Northern Ontario; George A. Fortin, vice-president and general



manager of the Drummond Shoe; P. Gendron (private banker and chartered accountant, Drummondville); Charles Campbell (of the Boston Last Co.); V. A. Cordeau, who is salesman in the Eastern Townships and the southern part of Quebec province, and J. P. Belanger, who represents the line in Montreal and Quebec cities and the northern part of the province. Among the other travelers of the company who do not appear in the picture are S. G. Best, of Toronto, who supervises western Ontario; W. Harold Budreo, of Toronto, whose ground is eastern Ontario, and R. B. Chalue, of Toronto, who is covering the prairie provinces.

How Hosiery Can Be Made to Pay Average Shoeman

Method by Which the Business Can be Worked Up—Its Importance, Profit and Convenient Handling—The Way the Objections of a Senior Partner Were Overcome and a Distinct Success Created of What Looked Several Times Like a Flat Failure

Hosiery was the main, and in a way a continuous bone of contention between the senior partner and myself. "Unethical" he would declaim whenever mention of it was made. When shoe buckles came into vogue he declared that the shoe business was retrograding, and that the stores were gradually devolving into jewelry shops, haberdashery establishments and whatnot. Public demand forced us to put in a fairly representative line of shoe jewelry, commensurate with our business, but only after continuous wrangling between us. The profit derived should have taught the senior partner a lesson, but he passed it by, ~~says a contributor in the "Shoe Retailer."~~

I can write this story now, for he has long since become accustomed to the numerous changes in the conduct of business today, and has agreed to my relating some of the trials we faced before I could show in dollars and cents, that modern merchandising required many things that would come under the general term of fads and fancies in the old days.

Hosiery salesmen left our store by the dozen, disgusted with us and with the world at large, for the senior handed them a line of talk that would turn everything blue; no hosiery in his store except over his dead body. My father had held the partnership before his death, and I had been a student at one of the universities fitting myself for anything except selling shoes—a plebian business at the best.

I was hitting the high spots until a letter from home cut short my college career—I was needed at the store to step into Dad's shoes. The grass was no greener than I in those early days, and coupled with this, business was bad, all of which had anything but a good effect upon the senior's perpetual grouch. I had to dig to and earn my salt, and commenced by trying to figure out a way of putting in some of the systems one of my old time profs. had so much to say about. I figured that footwear included everything man, woman or child put on their pedal extremities.

Figuring on What Would Win Out

Our firm is an old one, and had been in something of a rut for years. After hemming and hawing for a considerable length of time I was granted an appropriation for a new front that gave us an excellent bit of space just behind the window for a display case and some shelving. "We'll put in a boothblack stand or anything but a part of a dry goods store," I was informed. As we could not agree the place was vacant for some time.

With added improvements we somehow had greater overhead expenses to meet, and one day we had it hot and heavy—hosiery in that vacant space, and much to my surprise was greeted with a rather harsh invitation to try it out, but woe to me if it failed. It was somewhat of a facer to have it thrust upon me so suddenly, but I telegraphed an old college pal, whose father had a mill, to spend the week-end with me, and bring along his samples.

My friend gave me some sound advice, and offered many suggestions for a proper layout of the goods which I intended to purchase. I was cautioned against trying to make a clean-up in a hurry, it being far better to stand the senior's chaff and get the department worked up slowly to a profitable basis than to put in a cheap line with a long profit. I bought close, and kept in mind the necessity of

giving a maximum quality at minimum price. The deed was done, and I was shaky regarding results.

Called the Idea "New Fangled"

As I said before, our firm was an old one, and so were many of our clerks, for it was beyond my ability to show that some of them had been working for the house too long. "New fangled ideas" was what they termed our new depart-

SENDS REGARDS TO HIS SHOE FRIENDS

"Being in the shoe game about twelve years and one of the enthusiastic subscribers of the SHOE AND LEATHER JOURNAL, I am taking the liberty of writing you a few lines," says R. B. McPherson, who is with the 29th Battalion, 6th Brigade, 2nd Canadian Expeditionary Force, now at Otterpool Camp, Shorncliffe, Kent, England. Pte. McPherson



R. B. MCPHERSON, VANCOUVER, B.C.

served some six years with leading shoe firms in Victoria and Vancouver as salesman and window dresser, and won several prizes in window trimming competitions. He is now trying a new field in the capacity of a soldier, playing in the band of the 29th (Vancouver) Battalion on the clarinet. He adds, "I have just received a copy of your Journal which has gone to several addresses, and would like to have the paper sent on to me to keep in touch with the members of the shoe trade in Canada. I send kind regards to all my shoe friends, commercial and retail. We are having a fine time, although the season is very wet. Our Royal review will have taken place by the time you get this note and then for the final move. We have had English army boots issued to us and they sure are some boots, so far as weight is concerned. They are very heavy, with plenty of nails and steel plates on the bottom and no give whatever, and are evidently made never to wear out. I hope things in the shoe trade in Canada are picking up and I wish the SHOE AND LEATHER JOURNAL every success."

ment, not exactly when I was within hearing, but rather behind my back, and my partner merely smiled.

Needless to say, all the stockings sold during the first week or 10 days passed into the possession of customers entirely through my personal efforts. It was "nothing doing" with the clerks, for hosiery was decidedly out of their line. A little bird said "P. M." then. I did, and the next few weeks were good ones with the new line, and then it fell dead, gradually but quite effectively, for the novelty had fallen off and the hot weather had set in. Those were days when a minimum of effort was made in all directions. To them it was hard work. They went at it crudely, and it was almost a hard job to tell colors one from the other. They could sell shoes, had their individual followings, and in other

SHOE RETAILER WITH UNERRING AIM

A patriotic trap shooting tournament in aid of the Sportsmen's Fund was held on the grounds of the Stanley Gun Club, Toronto, on Labor Day. The man winning the highest individual honors was S. G. Vance, of Tillsonburg,



S. G. VANCE,
Tillsonburg, Ont

Ont., who broke 115 out of a possible 120. Mr. Vance, who is well known to the trade, being in the retail shoe business for a long while in Tillsonburg, received many congratulations on his excellent marksmanship.

respects were as nearly model as a bunch of twenty-year men could be.

I appealed to my friend for the second time, and called in a prominent manufacturer, and a get-together meeting was scheduled. The senior sniffed, and his chair was vacant on the evening in question. More "new fangled ideas," this calling the clerks in conference. I thought anyone could sell hosiery with his eyes shut, perhaps they can, but the job is a lot easier when you happen to know how.

He pulled out a certain shade of tan shoe which he had previously picked up from in front of the shelves, and showed how well it could be matched with a pair of stockings from our own hosiery department. A woman might have walked all over the city hunting for just that, and not one in ten stores could furnish it. That in itself was a suggestion worth while. Then he jumped to the men's half hose, and showed the advantage of fitted socks (that's what we were selling), and his talk was so good that he actually created a demand for our socks among our own employes. He got them enthusiastic, put new life into them, and they began to look on hosiery as a good game and an aid in selling shoes. That's a fact. They got the people buying our stockings; these salesmen who had looked askance at increasing the lines of merchandise actually began to proudly recommend them as something they themselves wore with great satisfaction and less expense. Soon there were repeat orders. That naturally brought the people back to the store, and made an opportunity to sell more shoes as well. It means something to the men in our store to increase their shoe sales, for some time ago I put in the practice of putting prize money on books totalling above a stated amount weekly.

We have two girls now who do nothing but sell hosiery, and have inaugurated a new stunt. On each sales slip made out in this department there is a space in which is placed the number of the salesman who brings a customer there who, in turn, makes a purchase. They merely walk up to the case and say, "Miss Smith, I would like to have you look after Mr. and Mrs. So-and-So, and show him or her the best you have." They go at it with a vim, and the customers feel as though a particular interest is being taken in their needs.

We had to take the salesmen in hand, and show them how and why they should sell hosiery. We got them interested, and now every month several of them occupy good seats at one of the theatres, for there is a pair of tickets waiting for the man who shows a certain number and volume of sales arising from these so-called personal introductions. The cost is small, for we have cut out the "P. M." Even the senior partner now admits that the hosiery department is as much a part of the store as the rubber department.

BRONZE AND BRONZED—A DIFFERENCE

"There is bronze leather and bronzed leather," said the foreman of the cutting room. "Here is a nice piece of real bronze kid. It cost fifty cents a foot. So it ought to be good. The bronze is right in the fibre.

"Now here is a piece of black kid leather. It cost twenty-five cents a foot. Watch and see me bronze it." So saying he daubed some stuff from a bottle over it, and it dried a bronze color.

"Now here is a sheep skin, worth about ten cents a foot. I'll bronze that, too." And he did it with stuff from his bottle.

"Every man who understands leather," he concluded, "knows that there is bronze leather and bronzed leather. But some of the people who buy shoes do not. And that gets us into a peck of trouble, particularly with buyers who want a bronze shoe of fifty-cent leather at a twenty-five cent price. They do not understand the difference between the bronze and the bronzed leather."

Making Life's Walk One Real Delight to All



"First Aid" to the foot specialties were featured in an attractive booth in the Industrial building at the Canadian National Exhibition, Toronto, by the Canadian-Arrowsmith Manufacturing Co., of Niagara Falls, Ont., whose lines are widely known to the shoe trade, are commanding a constantly increasing sale and enjoy a splendid reputation. Their Surgeon's Foot Brace and "First Aid" Foot Restur and the Arrowsmith Arch-Prop, all of which are easy to adjust to the individual foot requirements and relieve fallen arch, broken down instep, flat foot and other pedal ailments, were featured. Practical demonstrations were given to many persons of their ease, comfort and relief. These specialties make walking a pleasure and standing a delight, and have acquired a pre-eminence and popularity which attest their worth, service and reliability. A new invention is the Therapeutic arch support, which is made of all leather and felt, no metal being used. This support is light and pliable and may be lowered or elevated by removing or adding an extra pad. Among the very newest specialties of this enterprising firm are "Curo-Foot Balm" for perspiring or burning feet, and "Cal-Corn-o" which removes corns and callouses. A new heel cushion, which is thicker and more resilient than any yet produced, affords a soft bed for the heels and relieves the jar when walking. Among other

"First Aid" accessories are Bunion Shield, an effective relief from the pains of bunions and enlarged great toe joints; Toe-Strate, for correcting misshapen, overlapping or crooked toes; "Curopad," for the relief of hard and soft corns, bunions and callouses; Medicated Foot Soap; Insyde Heel Grip, to prevent the heels of low cut shoes slipping and wearing the foot sore; Foot Powder, which is deodorizing and antiseptic and keeps the pedal extremities cool and dry, and many other excellent appliances and remedies for the relief, correction and cure of foot trouble of every kind. The Canadian-Arrowsmith Manufacturing Co. sell only to the shoe dealer, and thus protect the trade. To all retailers placing a fair-sized order with the firm, there is given free a "Footprint," an appliance for taking an impression of the foot showing where the weight rests and revealing all imperfections in the foot. This is a splendid device, not only for adjusting and selling arch supports, but for disposing of shoes, as it greatly assists the merchant in the matter of giving a perfect fit. Several souvenirs in the shape of a miniature arch support, pin and brooch, were distributed and highly prized by the recipients. The exhibit was in charge of Elmer Poyer, Canadian manager of the firm, who reports that a splendid business was done.

Making the Shoe Department Pay Handsomely

Every merchant carrying a supply of shoes as a part of his stock is anxious to make as much money out of it as possible. Those who succeed are the ones who think about their shoe department and as a result have arrived at some rather definite conclusions as to its conduct.

The writer was fortunate enough to talk to one of these men recently, but at his request, the man's name is not mentioned. This is in effect what this successful merchant had to say:

"In the first place I have divided my stock into two major parts: Novelties and staples. Each of them contains goods for men, women and children and these lines are usually treated alike, in a broad way.

"According to my figures, it costs me about 18 per cent. of sales to do business in shoes. Consequently in order to make a net profit, I must sell every shoe higher than this, excepting, of course, during the clean up at the end of each season and such lines as I am discontinuing from time to time.

"In the staple lines, there is little risk in carrying over from one season to the other. The main thing here is to keep a good assortment of sizes in the lines I carry, so as to be able to fit properly the customers who come to me.

"To help in this, every time a sale is made, the size of the shoe is placed on the sale ticket, together with the stock number. By listing these each week for a number of years past, I have a pretty good idea as to the sizes I need and can, in consequence, keep my stock in the best of shape and not get too many of such sizes as are seldom called for.

"While I realize that it might be a good thing to keep a perpetual inventory with the aid of these sales slips, I have not done so, but may before very long, as it would make my buying still more accurate.

"In pricing these staples, I figure that I should get at least 25 per cent. of sales, or 33 1-3 per cent. of cost, figuring as I do a cost of doing business of 18 per cent. of sales. This gives me a fair working margin.

"Now I realize that there must be some staple numbers priced at less than this, and in these cases I add 30 per cent. to the cost, which gives me almost 23 per cent. on sales, or 5 per cent. net, after the cost of doing business is taken into consideration.

"For instance, suppose a shoe costs me \$2.40 laid down in the store; add 30 per cent., gives \$3.12; I mark this at \$3.15, which you will find is almost exactly 23 per cent. gross margin.

"In order to make up for this, I may find some desirable staples which are priced low by the factory and these I will mark a little higher so as to make up.

"When it comes to the novelties, there is a different story to tell. Here enters what I call the "style risk." Seeing that I take it I am entitled to a better margin than on the staples. My average mark-up will be somewhere around 50 per cent. on cost (33 1-3 per cent. on sales). On some lines it will be more, on some less, but it will work out to just about this figure.

"In buying, I do not believe in buying shoes to sell at some fixed figure, with even 'halves' or 'quarters.' I try to follow out the plan mentioned in the Bulletin in another connection.

"From what I have just told you I know just about what profit my different classes of shoes must carry. When

I am offered a certain style, I add to the price the proper percentage and then ask myself the question: 'Will this style sell readily at this figure?' Or I put it in another way. Here is a style that will sell readily, in my opinion, at, we will say, \$3.65. It is pretty much a staple. Deduct 25 per cent. or 91¼ cents and we have \$2.64¾c., which is the limit as the price I can afford to pay.

"In selecting styles and judging them, I try to put myself in the place of the people who come to my store and consider the use to which they will put the shoes I sell them. In this way, while I make mistakes, I feel that I am making less of them than if I bought according to my own individual taste.

"My shoe department brings me in real net profits, but it will not run itself, but calls for the proper attention and study. Those who will use their past experience coupled with plain common sense; who will keep such records as I have indicated and will buy and mark their goods with a reasonable amount of judgment will have about the same experience as I have had.

"Naturally I have to advertise. For this I use the local paper, my show windows occasionally, and circular letters once in a while. Then I find that careful fitting is a very important factor, for if shoes are comfortable, people will tell their neighbors about them and that, after all, is the finest kind of advertising it is possible to have."—Twin City Commercial Bulletin.

A LIVE LEATHER SALESMAN

E. Everett Bird, of Boston, who represents the Davis Leather Co., of Newmarket, and A. Davis & Sons, Kingston, in the New England States and New York, recently spent some time at the factories of these widely known companies, and was also the guest of Hon. E. J. Davis, at



Muskoka Lakes, for a week. Mr. Bird, who has had an extended experience as a leather salesman, spent a few days in Toronto on the local golf courses, in company with W. G. Parsons. He has succeeded in working up a very gratifying sale of calf and side leathers in the New England States, and carries stock at his office, 38 South street, Boston, where he is favorably known for his energy and aggressiveness.

Importance of Shoe Retailers Taking the Discounts

The Dealer Who Discounts His Bills is a Student of Values—Discount is the Quickest, Safest Profit of Any Business—What Can be Saved in the Way of a Handsome Profit for the Wide-awake Retailer

What it means to take discounts on bills is told in a most interesting article by L. C. Abbott, formerly president of a well-known Dealers' Association. The importance of discounts in business, the reason for giving discounts and the possibilities of profits therein are subjects but vaguely understood by many retail merchants. He thus sets forth the value of discounts and the importance of taking all that are allowed:

It is admitted beyond a doubt that the dealer who promptly discounts his bills within ten days from date of invoice is the attractive client of both jobber and producer. It naturally follows that a dealer who discounts is a student of values. It is only a question of a reform in the system of payments—an advance of only 30 to 60 days in time of settlement.

If it requires \$500 to \$5,000 as an advance fund to start this reform, it is up to the dealer and his local banks to produce the fund. That is what the local banks are for, to loan responsible merchants funds for discounting. Three hundred dollars per year interest at the local bank will create a credit on the ledger to discount or profit and loss account of six to seven hundred dollars. Take your pencil and figure it out. This is no idle dream, it is a fact.

Only Forty Per Cent. Accepted

Discount is the best, quickest, and safest profit of any business. It establishes beyond a doubt a credit to the merchant that demands of the source of supply, his highest service in price and efficiency. Then why is it that only forty per cent. of the merchants to-day are accepting the profit? He cannot serve his community unless he knows his business, and personality never shines in any business where ignorance of quality, conditions and demands is the handicap.

Nor can this condition which exists in about sixty per cent. of our retail stores of this country be overcome at once. The average dealer objects to sending cash with the order. Why? He has never been trained to this modern business method. Yet his customer is doing it every day, and Mr. Merchant doesn't know it.

If the retail merchant could establish a system of cash with order he could save six to eight per cent. of his cost of doing business to-day. You have your working capital on hand in advance of delivery. This may be a dream of the future. So was aviation a few years ago. So were the telephone, phonograph, automobile and many other wild dreams of fiction written for the entertainment of the people. Wasn't it Verne who wrote "Twenty Thousand Leagues Under the Sea"? Look at the submarine. "Around the World in Eighty Days" was a dream of fiction when I was a boy. Thirty days now covers the distance.

So we are coming to it in business—the establishment of cash in business transactions. It is the one and only attraction that gets the goods trimmed of all unnecessary overhead, and the first step to inaugurate is, to start as near to it as you can now and pay so as to get the discount.

At the End of the Year

When once installed it creates that desire to trim and cut all corners, and at the close of the year you will fondle that credit on the page of the ledger known as discount with an appreciation of yourself and a respect for your own ability that you never thought existed.

A business total annual sales.....	\$40,000
Gross profits, 30 per cent.....	12,000
Cost of goods.....	\$28,000

Turned over on a basis of two per cent. every 50 days, discount.....	\$560.00
Interest on borrowed money on a basis of a net value in 50 days without discount at eight per cent., and 50 days is about one-seventh of the year, would be one-seventh of 8 per cent. of \$2,240.00 or.....	320.00
Profit	\$240.00

This is figured on a basis that all funds are borrowed to discount, and 60 days' time on all purchases; and, as to-day many lines are 30 days, two per cent. 10 days, it reduces the time allowed for payment, net face of invoice, to 20 days, which is only about one-eighteenth of the year.

Avoiding the fractions, the profits accruing from discounting are about as follows, figuring an invoice of \$100 as a basis. Two per cent. 50 days is \$2; repeated seven times within the year is \$14. Compounding the ability of this \$14 to re-discount its proportion 50 days, and you have an additional profit of 15 cents on the dollar or a total of \$16.10.

Now figure it on a basis of 2 per cent. 10 days, 30 days net, which leaves the period of payment of full face of invoice to only 20 days, which is about one-eighteenth of a year, and you have the following startling figures on the value of discounting this invoice of \$100, or a profit of \$2. Repeat it eighteen times and you have \$36. Keep on making the \$35 work during this year, discounting eighteen bills, and you have a net profit of \$51.30.

A nice little addition to the profit in retailing goods, and yet only 40 per cent. of our merchants see its advantage.

I am told that in some lines of merchandising, the discount runs from 5 to 6 per cent. on some articles. What a handsome profit to the wide-awake merchant in cases like that.

Note the Following Demonstrations

Invoice \$100—30 days net, 2 per cent. 10 days.
 This 2 per cent. is worth at the end of 365 days \$51.30.
 Do you believe it?
 First 20 days you have saved on the \$100, \$2.00.

Example:

For re-discounting in next 20 days,	\$2.04.
For re-discounting in next 40 days,	\$2.0808.
For re-discounting in next 60 days,	\$2.1216.
For re-discounting in next 80 days,	\$2.1630.
For re-discounting in next 100 days,	\$2.2062.
For re-discounting in next 120 days,	\$2.2503.
For re-discounting in next 140 days,	\$2.2953.
For re-discounting in next 160 days,	\$2.3402.
For re-discounting in next 180 days,	\$2.3870.
For re-discounting in next 200 days,	\$2.4341.
For re-discounting in next 220 days,	\$2.4828.
For re-discounting in next 240 days,	\$2.5324.
For re-discounting in next 260 days,	\$2.5830.
For re-discounting in next 280 days,	\$2.6346.
For re-discounting in next 300 days,	\$2.6873.
For re-discounting in next 320 days,	\$2.7410.
For re-discounting in next 340 days,	\$2.7958.
For re-discounting in next 360 days,	\$2.8517.

Two dollars and eighty-five cents is what the \$2 is worth at the close of the year. Use it eighteen times and \$51.30 is its exact value.

Shoe Manufacturers' Supplies

Box Toes

New composition felt box toes, can stand 200 pounds of pressure without bulging, better than leather, more uniform and cheaper.

Counters

Guaranteed Columbia fibre counters of the highest quality, every pair guaranteed to out-wear the shoe, all shapes, patterns and sizes in stock ready to ship.

Buttons

"Papier maché" shoe buttons, in all sizes, round and square top, hand finish and machine finish, in all colors and shades.

Shoe Hooks

Metal shoe hooks made in three different shapes, in black, tan, nickel and brass. This article is made in Canada and I carry a stock of all kinds ready for shipment.

Bows

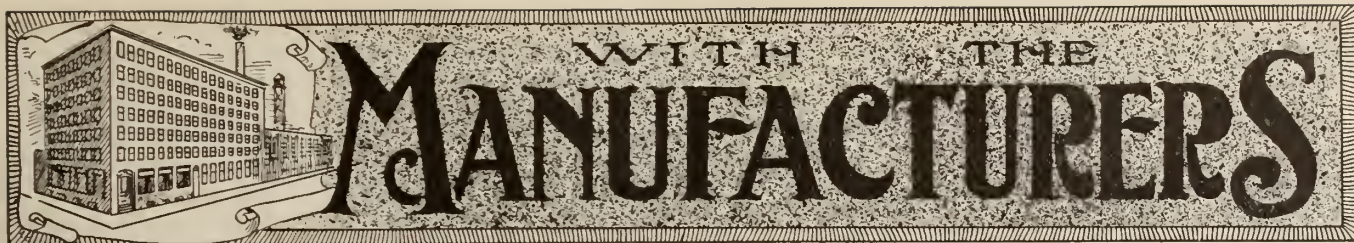
Silk bows and ornaments, black, white, tan, at very low prices.

Write for Samples and Quotations to

G. J. TRUDEAU

365 Ontario St. East

MONTREAL



WILL OPEN FACTORY IN MONTREAL

It is announced that the Columbia Counter Co., of Boston, will open a factory in Montreal in the immediate future, for the manufacture of their lines, the demand for which has been growing steadily in Canada during the past year. C. D. Malaguti, a prominent official of the company, will be in Montreal within a few days to make arrangements in connection with the new factory. G. J. Trudeau, who at present is Canadian manager of the company, will continue in that capacity and have full charge of the Columbia Counter Co.'s interests throughout the Dominion.

* * *

PAYS TRIBUTE TO CANADIAN FACTORIES

A government inspector who has visited several of the Canadian shoe factories making the new army boots of the regulation type, in conversation with the SHOE AND LEATHER JOURNAL this week, stated that the Department of Militia and Defence are well pleased with the workmanship and material of the boots that are now being turned out by the Canadian firms which have contracts. In his opinion there was no more serviceable, comfortable and durable army boot than those which are now being issued to the soldiers. The official added that the Canadian army boot was in all respects the best for every purpose of any worn by the troops engaged in the theatre of war.

* * *

IMPROVED METHOD OF MAKING BOWS

A new method of making silk, mercerized, cotton, or any other type of shoe bow has recently been shown by a Montreal concern, which has already started to manufacture. This new plan, they claim, makes a better article at a cheaper price, and improves the appearance and wearing qualities of the bow 100 per cent. It is composed of a steel clip which fastens the bow together with stiffening used at the back, and through the fact of the bows being made by machinery, every one is of a uniform size and shape and will out wear the shoe. The cost of manufacturing is much less than by the hand method, and the new venture bids fair to work great changes in the production of shoe bows.

* * *

THE MERITS OF FELT BOX TOES

Felt box toes, state a leading eastern findings house, are growing in popularity every day. The claim is made that this new toe gives much better satisfaction than the old-fashioned box toe, are much stronger and always of uniform quality. This last named is one of the arguments used by the makers, for they claim it is impossible for manufacturers to guarantee every pair of box toes usually put in high grade shoes, owing to the variation in thickness of the stock used. By the new process this difficulty is eliminated.

* * *

A COMBINATION OF EXTREME STYLES

A recent publication of advance New York shoe styles shows an extreme combination in a shoe with scroll patent leather vamp and heel foxings, French heel, and with fabric or white buck top, the fastening being side lace for the lower part with four buttons and two scallops at the top.

It was certainly a decidedly catchy effect, and it appeared about the time that the shoe trade conference was held in New York City and declared for simplicity in shoes.

By the way, this conference declared against side lace shoes. Possibly their reason may have been good and sufficient, but, just by way of measuring the force and effect of such declarations, suppose we watch the course of side lace shoes. If the ladies enthuse over them and want them, will dealers and manufacturers refuse to supply them? If not, what is the use of such conferences and declarations?

If the shoe manufacturers and shoe merchants do not mean anything when they get together, they may as well stay at home and save their money. If they do mean anything, they must live up to their declarations, a thing which

NEW POSITION FOR MR. WEBER

At the recent meeting of the directors of the company, Mr. A. D. Weber was appointed general manager of the Consolidated Felt Co., Limited, manufacturers of the "Kimmel," "Elmira" and "Berlin" brands of felt footwear, succeeding Mr. A. J. Kimmel, who at the annual meeting held recently was elected president of the company. Mr.



A. D. WEBER, BERLIN, ONT.

Kimmel's selection of Mr. Weber as his general manager, is a very happy choice, as during the years that Mr. Weber has been in charge of the footwear production and sales of the Dominion Rubber System at Montreal, he has given particular attention to outing shoes and felt footwear, and his success in the handling of the lines manufactured by the Canadian Consolidated Rubber Co. has fitted him particularly for the promotion which has come to him.

Mr. Weber will make his home in Berlin, and having spent most of his early life in or near there, he will be welcomed by all his old friends, whose numbers are legion.

they have not been in the habit of doing.—Superintendent and Foreman.

* * *

SHOE ORNAMENTS FOR SPRING TRADE

Shoe manufacturers and designers of shoe styles inform those interested in future styles that for the East tongue pumps and colonials are expected to be the best sellers for spring, 1916, and in the West a big demand is

anticipated for strap effects, and baby doll pumps. The spring styles have been written in most of the factories, but the samples are not yet in process of making save in a few factories where it is intended to send the salesmen out near the end of this week. The question of trim on the shoes has not been definitely decided upon, although the trade is being drummed by more ornament houses than ever before and a greater variety of ornaments is being shown, including metal, celluloid, glass, jeweled and other styles of ornaments, some never before seen. Ivory ornaments took the lead for women's slippers and pumps last spring and they bid fair to again be popular the coming spring, according to the shoe manufacturers.

* * *

HIGH BOOTS AND SHORT SKIRTS

PROVED TO BE GENIAL HOST

N. F. X. Dufresne, one of the leading officials of the Kingsbury Footwear Co., Montreal, acted as host Saturday, August 28th, at a house party given by himself and Mrs. Dufresne at their fine country home in Point Aux-Trembles, just outside of Montreal, and entertained department heads and office employes of the Kingsbury factory. The whole affair, which was a surprise to the guests, was voted a huge success, and a most enjoyable and jolly afternoon and evening were spent.

A special car awaited the party outside the factory in the morning and transported them to Mr. Dufresne's country home where they were greeted by Mrs. Dufresne, and luncheon partaken of. The host explained that it was his desire that everybody should fully enjoy themselves, and through the various arrangements made by him, they were well able to follow out his instructions. In the afternoon

Eastern manufacturers have advices from Paris that skirts may be shortened almost to the knees, and that high boots will be worn. The boots will be of soft, unlined leather, which will make the ankles look slim. Midnight blue kid shoes are being made for fall. Some shoe manufacturers think that this fashion will become staple, and that blue shoes will be worn as commonly as are blue dresses. A new style shoe is intended particularly for middle-age women. It has a stylish toe, like that on fashionable shoes for young women, but the arch is low, and the heel is broad and flat, and only 10-8 high. The shoe is really a stylish comfort shoe. The sales manager for a leading shoe firm says that the best selling shoes for next spring and summer will be those made of patent and of dull kid leather.

* * *

USING THE IDEAS OF OTHERS

I have never been able to understand why every shoe factory does not have a suggestion box, into which it would invite every employe to drop suggestions for the improvement of the work, or methods or ideas calculated to advance the progress of shoemaking. A very large proportion of the present manufacturers of shoes were at one time humble workers at the bench, and practically all of the successful superintendents and foremen of to-day were at one time bench workers. If all or nearly all of the individuals who now direct and manage the shoe factories of this country were at one time in their lives workers at the bench—ordinary employes in their day—why is it not possible that among the present employes at the bench there may be brains equally as good as those possessed by the present managers and directors of the industry when they were in the condition of the present employes?

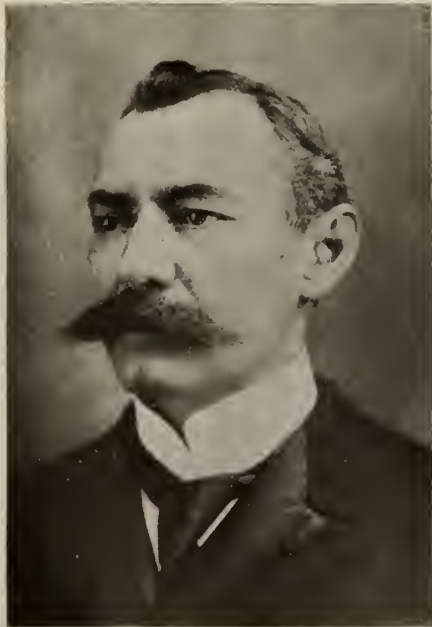
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HOW THE MOTION WAS "KILLED"

A shoe manufacturing corporation recently held its annual meeting. It had been a prosperous year and profits were satisfactory, considering everything. After the balance sheet was discussed, the president, who was grey and conservative, called attention to the uncertainty of the future while congratulating the stockholders on their success at the present, and suggested that a motion be made that dividends be passed so as to add to their surplus, as a kind of war measure.

Dead silence ensued. Lack of conversation became quite noticeable. The president looked around, but met with no response. Finally, a son of the president up and spoke with all the audacity and conviction of youth: "This is a hell of a concern that makes money but won't spend any!"

What this brief speech lacked in polish, it gained in force. The president bowed his head and the usual dividend was voted.



N. F. X. DUFRESNE, MONTREAL, QUE.

a ball game took place between the married men and the single men, and was won by the bachelors by a score of 13 to 5. The evening was given over to dancing and a general social, after which the party returned to Montreal. In welcoming his guests, Mr. Dufresne stated it was his earnest desire to co-operate with his co-workers in every way possible in order that things might be made more pleasant all around. Too often, he said, employers and employes grow away from each other, when in reality, they should make every effort to work together and by so doing acquire mutual benefits otherwise unobtainable, and understand one another a great deal better. It was his hope, he concluded, that everyone present would always regard him as a friend, rather than as an employer.

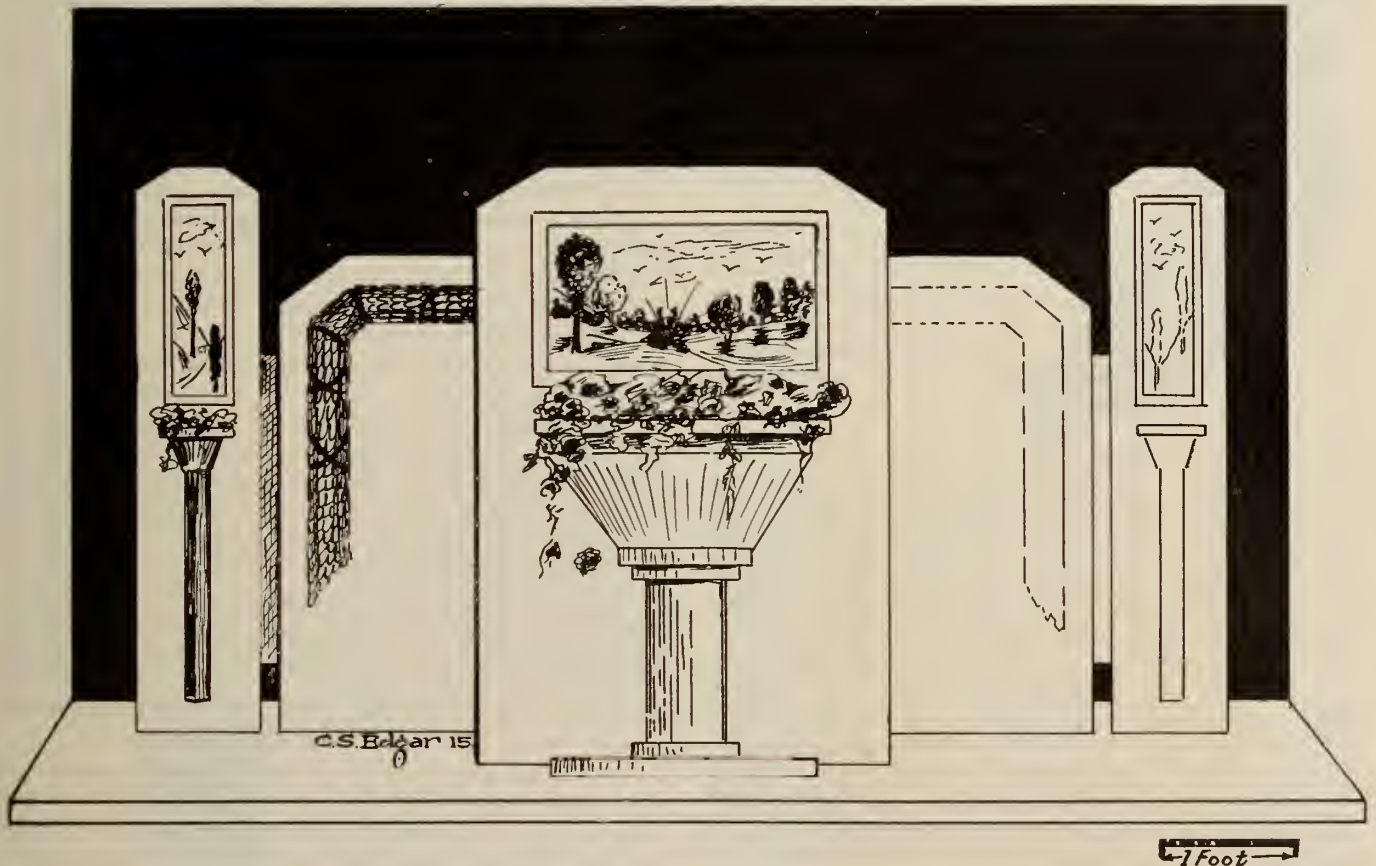
Autumn Decorations for the Retail Shoe Store

By CHARLES S. EDGAR

Before describing the window-setting illustrated with this article, we will point out several decorative materials suitable for use at this season of the year.

The most commonly used of all materials may rightly be said to be artificial foliage. The wide variety of plants imitated and the close resemblance to nature which is obtained by most manufacturers of artificial plants, makes this one of the easiest of all decoratives to handle. Almost any desired effect can be obtained, as the makers will pro-

velour, which served well to set off the outlines of the panels which were placed in front of it. The panels, which were made of wall-board, were covered with a wall paper in a pale shade of grey. The vase and the pedestal on which it stands, were made of card-board mounted on a light wooden frame. These were covered with an onyx paper printed in light tones of green, the edges were painted with gold paint. The other ornaments on the panels were made of paper-mache and were gilded. In the openings in the panels were



duce plants and foliage in any color ordered, provided that the order is placed far enough in advance to allow time for making the goods.

Another decorative material is window-trimmers' Velour, which can be obtained in all colors. This is useful in covering back-grounds or for draping over pedestals or stands. The principal colors for autumn use are brown, red, and green. Other colors may be used, of course, but these are the chief ones, and can be used without fear of them being unsuitable.

Gold decorations in the form of fringe, braids, tapes, etc., are also suitable for fall use. Designs, cut from gold-paper, fastened to the velour back-ground, make a very pretty and pleasing effect.

In the window illustrated we show nearly all of the above materials in use. This design is one which is very appropriate for fall openings or style shows. Here the back-ground of the window was covered with a dark green

set three scenic paintings which were executed in autumn tints. Wooden Display fixtures in grey and gold were used in connection with this setting.

Good showcards to use with this setting could be made of gold matboard with an opening cut through it, showing a white surface to carry the lettering. Price tickets should be made to match.

SUBURBAN DAY BARGAINS

The retail merchants of Kansas City, Mo., have hit upon a good idea that is explained in their slogan: "Every Wednesday is Suburban Day in Kansas City." As in most other big cities, Wednesday is a light trade day in Kansas City, and the merchants set about to remedy this. They succeeded in a highly satisfactory way by calling Wednesday "Suburban Day," and offering special inducements to suburbanites to come to the city on that day instead of coming on Saturday, when the stores are already crowded.

How One Dealer Overcame the "Periodic" Sale Idea

Knows What Lines are Becoming Broken or are Lacking in Demand and Each Sales Person is Given Three Per Cent. on His Sales—Pushing Goods Right Along Every Day, While the Profit-Sharing Plan Appeals to the Clerks Who Like the Method Much Better Than the P. M. Idea

How eliminate the time-honored mid-summer and mid-winter clearance sales in shoe stores, and at the same time make a good profit for the stores by the selling of goods at the regular retail prices?

J. F. Knowles, of the W. G. Simmons Corporation, Providence, R.I., gives his plan in the "Shoeman":

In brief, it is the paying of a small commission to the salespeople right through the season on lines which become broken and desirable to close out.

"Our company," he said, "have wanted for a long time to be able to cut out the regular clearance sales. In general, they are merely baits for a lot of people with 'end-size' feet who wait for these sales, and as a rule they don't get the stores anywhere in the way of profits.

"So we have tried out and adopted a plan of regular day-in and day-out commission to our salespeople on sales of such lines as become broken in sizes, or desirable for any other reason to push out. The result is that we come up to the time of the clearance sales with practically nothing to 'clear out.'

"We started our experiments last January by offering our salespeople in the women's department three prizes of \$10, \$5 and \$3 for disposing of the most goods during the regular sale. Only three people, of course, could win prizes, and we had the feeling not only that this was discouraging to the efforts of our other salespeople, but that the periodic 'sale' idea was wrong, anyway.

Knows the Fast and Slow Ones

"Accordingly, on April 1st, we started in on our new plan. We have an office system of checking individual sales in our stores that lets us know every day just what lines are becoming broken or lacking in demand, and so on, and these constitute the lines we decided to push right along every day, in the busy season as well as the quiet.

"In a word, our plan is to pay each sales person three per cent. on his sales of these lines. That is, in addition to their regular salaries our selling force receive an additional three per cent. for disposing of those lines which we want to clear out. This forms a constant, daily incentive to them to show these goods to customers right in the heart of the season for which they were bought—and both our customers and our salespeople benefit thereby. See?

"There is no question of the soundness and success of the plan. In four months it has resulted in the sale, at regular prices, of \$4,500 worth of shoes which under the old plan of mid-season sales would have been sacrificed at cut prices. We did \$1,300 more business in our women's department in July this year than in the same month last year.

Sales Force Take to Proposition

"Our salespeople like the plan very much—and better than the 'P.M.' idea. It gives them several extra dollars in one lump at the end of the month, and the certainty of their getting this with no extra effort during their daily work on customers spurs them on to showing the shoes we want to clear from our stock.

"The benefits to us are clear. We are receiving regular prices for goods that otherwise would later be forced out at cost. We are getting our money for them right along dur-

ing the progress of the regular season. We are profit-sharing, to quite a sizable extent, with our salespeople—and we are cutting out the undesirable 'Clearance Sale.'

"Up to now we have operated this plan only in our women's department—because it is considerably the largest branch of our business. But it is equally applicable to all our departments, and I think that you will find our entire business on that basis soon."

ITEMS OF INTEREST FROM QUEBEC

Mr. Bilodeau, of the Louis Gauthier Co., is on a business trip to Montreal and Toronto.

Albert Racine, tanner, has bought a new leather press of the latest and most improved kind.

Albert Huot, formerly foreman of the stitching room of Lachance & Tanguay, has taken a similar position with J. E. Samson, Reg.

Med Tremblay, maker of infants' shoes, has formed a partnership. The new firm will be known as Tremblay & Gosselin, and they will continue to make the same lines.

J. E. Matheson, of the United Awl and Needle Co.; L. S. Odell, Fisk Limited, Montreal, and H. W. Parsons, of the Nugget Polish Co., Toronto, were in Quebec last week on business.

The Miner Rubber Co. were awarded a gold medal at the recent exhibition in Quebec, while Dupere & Garant received a silver medal on their display of findings and leather. Among those who made interesting exhibits at the recent exhibition were the Nugget Polish Co. of Toronto, and the F. F. Dalley Co., Limited, Hamilton.

Edgar A. Shee, local representative of the Robson Leather Co., Oshawa, left last week on a business trip to England and France. All his friends join in wishing him a safe return. Keith Moffatt, Montreal manager for the Robson Leather Co. will look after the Quebec end of the business during Mr. Shee's absence in Europe.

The building recently bought by L. Beaubien, wholesale shoe dealer, and formerly occupied by C. E. McKeen Co. as a shoe factory, is undergoing extensive repairs. All the front on St. Valier street has been demolished and renewed with pressed brick. Half of the structure will be occupied by the Kaufman Rubber Co., Limited, of Berlin, A. J. Healey being appointed local manager.

The sale of the effects of the insolvent estate of F. Blouin, Reg., took place recently at the office of J. P. E. Gagnon. The machinery and tools of the factory for the manufacture of counters, valued at \$1,557.00, were sold to H. Blouin at 10c. on the dollar. Other tools and machinery for the manufacture of counters in Limoilou, valued at \$1,035.00, were also sold to H. Blouin at 5c. on the dollar.

The sale of the insolvent estate of Roy & Darveau, wholesale shoes, took place at the office of J. P. E. Gagnon, curator. The stock of shoes and store fixtures, valued at \$9,838.00, was purchased by Onesime Poliquin at 65c. on the dollar. The book debts estimated at \$23,112.00, were bought by G. Lamontagne at 5¼c. on the dollar, and a lot of traveling bags valued at \$212.50, were purchased by O. Poliquin at 25c. on the dollar.

Refined Lines and Beautiful Effects in Spring Models

The Gypsy Boot is Having Wide Measure of Popularity—Blue and Bronze are Leading Colors—Strap and Slashed Front Oxfords are Taking Well—Black and White Effects are Still Holding Their Own—The Swing Last Seen in Some Men's Shoes Which are Plain and More Conservative Than Ever

Plain, dressy, neat, refined and well balanced are some of the terms employed to describe the spring samples of Canadian shoe manufacturers, all of whom have excelled themselves in productions that stand out as distinct and progressive. The new Gypsy button and lace boots, which are among the leading lines, are featured in midnight and Italian blue kid, bronze, dove grey, black and other colors, and appear to have caught on.

In the last three issues of the SHOE AND LEATHER JOURNAL extended references have been made to the style situation, its conservative tendencies, and pretty, inviting productions, evidencing the elimination of freaks and the placing of the footwear game on a more stable and tenable basis. It was also pointed out that the average dealer today can buy his spring stock with perfect safety, as there are likely to be no revolutionary style changes between now and deliveries.

It is the general opinion that the midseason style evil has been crushed and that, with the return to quieter and more subdued productions and the suppression of millinery and fluffy ruffles specimens of footgear, that brighter things are in store for the retailer, so far as his buying ahead is concerned. He will not now have to lie awake nights and wonder how many times fashions have altered between the time of his retiring and the hour of awakening.

Of course women will always have some variety, but the eccentric and the capricious types are not featured.

In low effects for spring two, three and four button kid oxfords, with cut out fronts and fly vamps, are being shown in brown, light blue and dark blue kid and other colors. Bronze kid is also coming in for a large measure of attention and the Gypsy oxford appears to be taking very well with the trade. Among other new offerings seen is a four button oxford with vamp and foxing of patent leather and black kid overlapped quarters, with pearl grey buttons, having a black centre. Another unique presentation is an



DULL KID GYPSY BUTTON BOOT, WITH PATENT TIP AND FRONT FACING, LONG VAMP, MEDIUM RECEDE TOE, 15/8 SPANISH HEEL—BY LA PARISIENNE SHOE CO., MONTREAL, QUE.

all patent leather, five button Gypsy, with scalloped fly and cut out vamp and top, while another is a dull kid, five button oxford, with beaded ornaments on straps and white silk fittings. A white and black oxford, with patent leather tip, saddle strap and foxing, all perforated and the vamp piped with black, is a very fetchy creation. Black and white combinations—black shoes with white piping on the vamp, quarters, top or front facing, or white shoes, piped with

black, at similar prominent points, are seen in many imposing models and bid fair to continue decided favorites.

Plain Toes and Refined Models

It is always interesting to know what the other fellow is doing or planning, thinking or saying, and in this issue of the SHOE AND LEATHER JOURNAL is reproduced from lead-



ALL BLUE KID GYPSY BUTTON BOOT, HALF LOUIS HEEL—BY CLARK BROS., ST. STEPHEN, N.B.

ing trade publications across the border, their views of the style situation, so far as the spring and summer footgear modes are concerned.

Under the caption "Pretty Shoes the Rule for Spring, 1916," the "Boot and Shoe Recorder" remarks:—

"The style situation for the coming spring is more clearly defined than in previous seasons. It is not subject to such radical changes. It is based on the logic that pretty shoes will be necessary for the beautiful dresses and frocks of light weight materials predicted for spring, 1916. Buying can be done with more freedom and assurance if these types are adhered to in ordering now for spring, 1916. The styles for spring have balance and lines of refinement. They are pretty shoes and are not what might be termed novelties. If women continue to display the same good taste in the selection of garments, it is an assurance to the trade that they will insist upon beautiful types of footwear. There is a marked unanimity of opinion as to the plainness of the toes in women's footwear. The absence of tips is expected to characterize the styles of the season. This does not mean that there will be a total disappearance of tips, for in some communities they are always in demand, particularly in shoes in the larger sizes. In women's turned slippers for 1916, the principal materials are in dull black, French bronze, Italian blue, light or dove grey, and champagne, as well as chrome patent. White shoes are shown mostly in canvas of the various grades, from the coarser to the gross weave.

Medium Vamps and Slightly Recede Toe

"The three and one-quarter inch vamp will lead. Medium length vamps with round and slightly recede toes will be popular. The universal type of last with its pointed toe

is the standard. There is little chance in the swing last being made a women's style feature. There is one general opinion of the trend in toes—mostly medium recede. In the higher grades the long narrow toe is in some demand.

"That little stunt of turning the knife at the throat to bring it up into a point has rejuvenated the pump of three years ago. The ability to crimp the throat slightly has helped. The long, pretty lines of a pump supplemented with various

Louis and full Louis styles. Leather heels figure only about 10 per cent. of the total of turn shoe.

Kid Will be Leading Leather

"Freak and startling leathers are things of the past is the consensus of opinion. One toned leathers remain the rule, as combinations have been found disastrous. However, the tendency towards conservatism will be relieved by such dainty effects as white piping, stitching and new vamp and throat designs.

"It is unanimously conceded that kid will lead in women's footwear. Some authorities believe that light calf skin of a dull sort will equal it on the 50-50 basis. Glazed kid is strong because it has the lustre and yet good elements of comfort.

"If bronze kid, despite the European situation, persists, it will to all indications command a favorable position. The perfect hosiery match has done much to make this leather popular. In the last ten years a development of this leather has been so phenomenal as to make it almost a staple."

The Plain Effects for Men

Reviewing the trend in fashion in men's shoes for next spring and summer, the "Shoe Retailer" observes: "The remarkable feature of men's styles, as reflected by the new lines of samples, is the extremely plain shoes, following a season when cloth and leather tops, inserts, and panels combined with leather vamps to harmonize or contrast. The new samples are almost barren of color combinations. Solid colors and all leather shoes summarize the style question for next season, except in sport shoes for summer. It is in these samples that the only element of 'millinery' is at all noticeable.

"There seems to be a tendency to feature longer lines of dull black calfskin shoes, with dark tan, in a mahogany shade, coming next in favor. A big season is anticipated on the high cut bal pattern. For several seasons past this style has increased in popularity. The oxford season is a short one at best. Boots are good sellers during nine months



GUNMETAL BAL, WHOLE FOXED, MATT CALF TOP, MEDIUM ROUND RECEDE TOE, FLANGE HEEL, BEADED TIP, ON AERO LAST — BY TETRAULT, SHOE MFG. CO.

collar effects has made this type of footwear the prettiest model ever created in our trade.

"The strap pump has received considerable attention, in sample lines. In the western part of the country the straps were strong sellers this past season. All varieties are good with from two to eight straps. The strap pump has received considerable attention at the hands of manufacturers for next spring. Strap pumps of all varieties, anywhere from two to eight straps, are found in the sample lines.

"There has been a logical and natural development of the throat of the shoe. It is built higher because of the fact that its fitting values are improved thereby. The gypsy pump and pointed throat pump styles pull the leather up closer to the waist of the foot and permit of tighter tops. There is less likelihood of pumps slipping off in the higher forepart models.

Gypsy Models and Black and White

"The gypsy seam model is the logical development in a low shoe type from the boot which makes its appearance now. In the plain, gypsy style, any solid color has merit. The gypsy line can be piped and the heel can be interlaid with white at seat and top lift.

"Last September we came out emphatically for black and white and the season has proven the value of our prediction. We look forward to black and white for next spring with a good deal of black and white stitching and piping. The stitching will be plain for the most part, as zigzag effects are not looked upon with favor.

"The tongue pump colonial and the open throat almost demand ornamentation. The ornaments are small but they must be pretty. The bar, or button, is good in any form of decoration, providing it has harmonizing features. The lurid ornament in colors and the rhinestone are passing.

"No radical changes are expected in heels, with the most popular ranging from 14-8 to 16-8. The increased demand for College Girl and misses' styles have produced a generally lower heel than ordinarily demanded in plain footwear.

"Wood heels which are so extensively employed in women's turn footwear are a little lighter in weight than last year. These include the Cuban, Cuban-Louis, half



GUNMETAL BLUCHER, DULL CALF TOP, THREE ROWS STITCHING ON TIP, MEDIUM TOE, 8/8 HEEL — BY TETRAULT, SHOE MFG. CO.

of the year, and this accounts for the large number of high cuts that appear in the samples.

"Some idea of the trend of fashion a year or two hence is sensed in the talk heard of a slight demand for lighter tan leather in distinction to the darker shades which have been in vogue. Also, in the appearance of blucher oxfords in a few of the better lines. Straws like these should be watched by the dealer.

"There has been no attempt to monkey with lasts, manufacturers apparently being content to sweeten the lines

(Continued on page 44)

WIDELY KNOWN FACTORY CHANGES HANDS

Getty & Scott, Limited, of Galt, manufacturers of "Classic" shoes, have bought out the Cook-Fitzgerald Co., Limited, manufacturers of the "Astoria" and "Liberty" brands, London. All the members of the traveling staff of the Cook-Fitzgerald Co., who have specialized for a number of years on men's high-grade welts, are retained. They are now covering their respective territories with a fine line of attractive, snappy samples. The trade mark brands of "Astoria" and "Liberty" shoes will be featured and the new factory in London operated under the name and style of



F. S. SCOTT



WM. CHAMBERLAIN

Scott-Chamberlain, Limited. The Cook-Fitzgerald Co. are one of the most widely known in Canada, and the factory has an output of about 1,000 pairs a day. It was established in 1904 by the late J. P. Cook, of London, in association with his brother-in-law, C. J. Fitzgerald. On the death of Mr. Cook, in 1911, Mr. Fitzgerald removed from New York and took the active management of the business. He had associated with him, J. V. Flanagan, as vice-president. Mr. Fitzgerald has now resumed newspaper work in New York City, being one of the cleverest and most widely recognized writers and authorities on sporting events on the continent. Mr. Flanagan returns to his former home in Boston. During his residence in London he made many friends.

F. S. Scott, head of the firm of Getty & Scott, is the representative in the House of Commons for South Waterloo. He was born and raised in Galt, and spent his early life in equipping himself for a commercial and industrial career. Several years ago he joined E. J. Getty in the manufacture of footwear, and the business developed steadily and satisfactorily, until to-day the company have an output of about 3,000 pairs a day of women's, misses' and children's shoes, being the largest producers of their line in Canada. They have made the "Classic" line a household word. Mr. Scott has always taken an active interest in municipal and hydro-electric affairs, and is one of the solid progressive citizens of Galt. William Chamberlain, secretary and treasurer of the company, has been identified with the shoe game for many years, starting with the Classic City Shoe Co., in Stratford. In 1903 he joined the firm of Getty & Scott and in that year, the name "Classic" was adopted on the suggestion of Mr. Chamberlain, who was for years sales manager of the company, and on the retirement of Mr. Getty a couple of years ago, was also made secretary-treasurer. During the past season the factory of Getty & Scott has been one of the busiest on the continent, and among the recent enterprises of the company are the making of women's hand-made welts by the most skilled workmen obtainable, and the erection of a large addition for manufacturing children's turns which is now about completed.

EMPLOYEES PARTICIPATE IN WAR LOAN

The employes of Sir H. W. Trickett, Limited, at the Gaghills Slipper Works, Waterfoot, England, recently held an enthusiastic meeting during the dinner hour, in which the matter of the war loan and how it affects the workers

was considered. Oliver Eatough, managing director of the company, presided, and in the course of his remarks said that the meeting would be worth little unless a practical issue came out of it, therefore that morning his co-directors and he talked the matter over, and they had a proposition to put before the workpeople which would help them, and he trusted they would take advantage of it. Of course, they took it for granted that all those who had money on one side invested it in the war loan when it first started. They knew that in a community of a thousand workpeople there were always some who could not really afford to put down £5 at once. As a firm they were going to make it easier for them to do this, as they would like their workpeople to be partners in the concern. It was a national concern, and they in that district had not yet realized that we were at war. He hoped they would do something so that this country would not have to go to America to beg money—(hear, hear),—or to some other country when we have money in our own country. In order to induce their workpeople to put their hard earned savings into the War Loan the Government have done something which they did not do at the beginning. Those who put ten thousand pounds in the loan would not get a bonus like the working people had the chance of getting. Continuing, the Chairman said that his firm were prepared to advance money to every employe who was not able to find £5 to put in the War Loan, providing they give in their names by Saturday to the foreman in the respective departments. They as a firm would pay the £5—(hear, hear),—and if there were 200 names in by Saturday the firm would go to Mr. Taylor at the Post Office and tell him what they required. They wanted to have the business done before the end of the month, because the interest would be less in September than it is to-day. If 400 names were given in by Saturday the firm would have to find £2,000. If the proposition was agreeable to the workers the firm would take off their wage two shillings per week so that in twelve months' time the £5 scrip would be their own.

The result of the employes subscribing to the War Loan Fund was £1,240, and Mr. Eatough writes, "if all the workshops in England would follow on similar lines, then we would not have to go begging to America to lend us money as we would have sufficient to meet all demands for the war."



Here is an interesting group snapped recently in front of the Miner Rubber Company's factory in Granby, Que. On the left is R. B. Griffith, wholesale shoes, Hamilton, Ont., next is W. H. Miner, of the Miner Rubber Company, and then come R. T. Hayes, manager of J. M. Humphrey & Company, St. John, N.B., and Charles A. Davies, of Blachford, Davies & Company, Toronto.

Refined Lines and Beautiful Effects

(Continued from page 42)

or improve the fitting qualities of those models which have been most popular with their trade.

"The only distinct change in last models is the appearance of the swing last, found in almost all Brockton lines. There is a diversity of opinion as to the degree of success which this model will meet with from retailers. Manufacturers and salesmen do not appear to be over-enthusiastic about it, and there is reported to be little, if any, demand for it from retailers. The future of this last rests entirely with the retailer. If the individual dealer believes his trade is ready to accept a new model, then it is likely that the swing last may suit him. Generally speaking, however, it can be said that while last manufacturers are pinning their faith to the model to bring orders to their factories, that manufacturers and salesmen with few exceptions expect to get their volume on lasts which have been in favor the past few seasons. The improved modified high toe will continue to sell in the smaller cities and towns throughout the West and parts of the South.

"White shoes, in buck and fabrics, such as reign-skin, sea island canvas, and sport shoes in white materials combined with colored leather tips, saddle vamps, quarters and stays, will enjoy greater popularity than they did this past season. It is conceded that next season will be a big white shoe year.

"Dealers will have no difficulty in picking their men's styles for next season. The work has been made very easy for them by what the manufacturers have to show in their sample lines."

For the Most Exclusive Trade

The new samples of the Hartt Boot and Shoe Co., which are being shown in Toronto and western Ontario by James Lawther, have touched top water mark. The enterprising Fredericton firm are now turning out exceptionally high class and artistic shoes for men, to retail at eight and nine dollars. These productions represent the acme of finish, workmanship and superior materials, and establish a new standard in Canadian shoemaking. They come in gun-metal, patent kid, patent colt and tan, with 12 gauge single sole, silk linings and the finest of facings and trimmings. Three new lasts have been added. They are the Lieutenant, the Major, and Natur-Arch. The Lieutenant is an extreme pointed toe last; the Major a full round toe; while the Natur-Arch is made for comfort, as well as looks. The

latter shoe is designed and constructed to correct troubles caused by weak ankles or flat foot. The firm are also featuring a variety of cushion soles in different lasts and patterns. They also show an army shoe, riding boots and other creations that are of much interest to men. The Hartt Boot and Shoe Co. this season are making a specialty of white canvas shoes and oxfords, with rubber and leather soles. This is a new departure for the firm and one that is taking exceptionally well, and they are also extending their range of cushion soles.

Featuring All Newest Things

The new samples of Clark Bros., St. Stephen, N.B., are right up-to-the-minute in style, shape and snap. The new Gypsy button boot and Gypsy bal are strongly featured, and come in midnight blue kid, grey kid, bronze kid, black, etc., being shown in all the newest lasts. The samples of Clark Bros. are made in all widths, and in lace creations there are a number with colored kid and buck-skin tops. Others are seen in the button line with the same kind of topping, but the lace is perhaps a little stronger. In low cuts there are observed some dainty offerings, with buck and bronze kid quarters, and miniature metal ornaments and Cuban and half Louis heels. In the imitation blucher pattern a number of pretty pumps are presented. There are also black and white combination effects. One particularly attractive shoe is a bronze kid lace boot, with brown cork screw cloth top, wave cut, with half Louis heel. A lace bal with patent vamp, black corkscrew top and peg heel is also exceptionally neat. All low cuts have dainty ornaments, some have tiny tongues, and others none. Plain effects for the most part prevail, while vamps are of moderate length and toes of the medium recede character. There are many other offerings of interest in the range, which, in the line of imitation Goodyear welts, stand out distinctive for quality, appearance, elegance and fine shoemaking. The line is now being shown in western Canada by Jas. F. Clark, in Ontario by R. L. Savage, and in the Maritime provinces by Everett Hanson.

Showing Latest Models for Men

The new spring samples of Scott-Chamberlain, Limited, successors to the Cook-Fitzgerald Co., of London, are being shown in all parts of the Dominion by the same widely known travelers as for many years past. Although the tendency this season runs to plainer and more subdued effects, the line is full of grace and snap, and is most comprehensive in its entirety, reflecting high class shoemaking and an intimate knowledge of the trend of styles. The



WOMEN'S PATENT TWO BAR PUMP,
DULL QUARTERS.

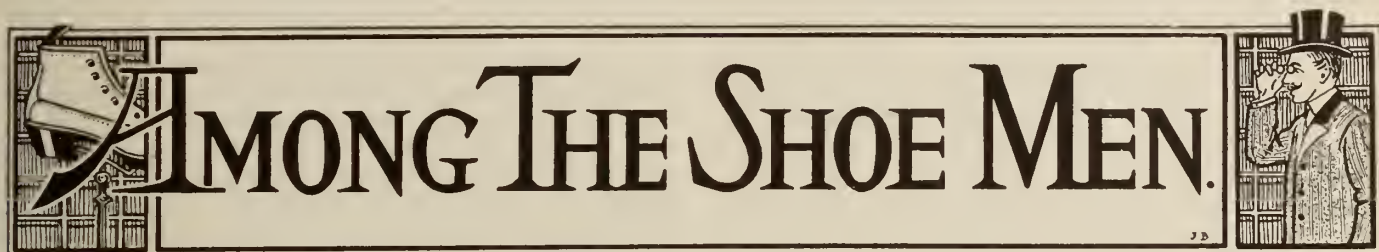
WOMEN'S KID BUTTON BOOT ON GYPSY
LAST, WHITE PIPING.

MEN'S VELOURS CALF BAL ON
BALKAN LAST.

THREE NEW OFFERINGS OF "AMES-HOLDEN" FOR SPRING

"Astoria" and "Liberty" brands are being retained and will be featured more prominently than ever. Several new lasts have been added. They are the "Strutter," which is of the swing variety now being shown to the most exclusive trade. This type is one of the few changes of the season in men's styles. It has a moderate recede toe. There is the Devon last which has a classy receding toe, with a smart wall effect, and is destined to be a winner. The Bing last is characterized by a moderate round toe, and has both looks and comfort. In the entire line are many new patterns,

the tendency to shorter vamp effects in men's shoes being noticed. All the leading leathers are shown and bals predominate. In summer footwear, Scott-Chamberlain, Limited, are presenting rubber soled outing shoes for men, in canvas and Palm Beach cloth, with shield straps across the vamp. The new firm of Scott-Chamberlain, Limited, intend strengthening the factory equipment and making the Astoria and Liberty brands of shoes, which have been before the public for the last ten or twelve years, better, snappier and more attractive than ever.



AMONG THE SHOE MEN.

A. E. Sibley, shoe dealer, of Calgary, Alta., has assigned to the Security Trust Co.

T. H. Rieder, general manager of the Canadian Consolidated Rubber Co., Montreal, was in Toronto last week.

The stock of the Cudmore Shoe Co., Weston, Ont., will be sold by auction on September 22nd.

A large majority of the shoe repair shops in Saskatoon closed their places of business every Wednesday afternoon during June, July and August at one o'clock. The closing was well observed by all who signed. An effort will be made next year to have a by-law passed by the council to the effect that all repair establishments shut up on Wednesday afternoon during the summer months.

Mr. Johnson has purchased the machinery of the Subway Shoe Repair shop, formerly carried on by R. Boulton, Saskatoon.

Alf. Winn, of Toronto, has been appointed selling representative of the Eagle Shoe Co., and will cover Toronto and Eastern Ontario, while the western part of the province will be looked after for the company by Fred Hull, of Toronto.

J. MacDonald has accepted a position with Ames-Holden-McCready, Limited, No. 2 factory, Montreal.

O. M. Brooks, shoe repair agent of U. S. M. Co. is at present making an extended trip through the Maritime Provinces.

Emile David, shoe dealer, of Lachine, Que., has assigned.

Chas. Drolet has resigned from his position with G. A. Slater, Limited, Montreal.

W. F. Martin, sales manager of Kingsbury Footwear Co., Montreal, spent a few holidays at Atlantic City.

Bert Packard, of L. H. Packard & Co., Montreal, was in Boston, New York, and other American centres recently.

P. J. Hogan, of the U. S. M. Co., Montreal, is spending a few days in St. Jerome, Que.

The assets of J. H. Laforest, shoe dealer, Montreal, will be sold on September 22nd by the curator, D. Lamarre.

The U. S. M. Company of Canada, Montreal, are at present engaged in installing a complete outfit in the factory of Tourigny & Marois, Quebec, for the manufacture of Goodyear welt shoes, a new line which this company intend to make.

F. W. Knowlton, of the U. S. M. Co., Montreal, has returned from Toronto and other Ontario cities.

The assets of the Cimon Shoe Manufacturing Co., St. Jerome, were sold by auction September 14th. The town of St. Jerome purchased factory and other real estate for

\$3,500.00, and also acquired machinery, supplies, leather stock, etc., for 23 cents on the dollar.

J. B. Lachapelle, formerly with Ames-Holden-McCready, Limited, and later with the Eagle Shoe Co., has been appointed foreman of the stock room in the factory of the Canadian Footwear Co., Point Aux-Trembles.

J. A. Cyr, formerly with the old O. B. Shoe Co., Drummondville, recently accepted a position with the Rena Footwear Co., Montreal.

E. L. Emmerson, of the Boston Last Co., Boston, has been spending a few days at the Canadian plant of the firm in Richmond, P.Q.

W. A. Lane, Montreal, was in Quebec recently.

H. V. Gale, Quebec, spent a couple of days in Montreal during the past week.

W. B. Patenaude, formerly with the Tetrault Shoe Manufacturing Co., has accepted a position with the Canadian Footwear Co., Point Aux-Trembles, as foreman of their fitting room.

The F. & B. Shoe Manufacturing Co., 510 Lasalle avenue, Maisonneuve, recently installed several new machines in their factory.

N. R. Feltes, of Ames-Holden-McCready, Limited, Montreal, is spending a few days in Boston and other American shoe centres.

The Canadian Footwear Co., Limited, whose new factory is located at Point Aux-Trembles, Que., has started operations. The plant is up to date in every particular and will specialize in the making of women's, misses' and children's McKays. New samples have been completed and are among the finest ever presented to the trade. The staff of travelers for the coming season is composed of J. Langevin, Quebec province; L. P. De Longchamps, eastern townships; B. R. Grosskurth, western Ontario; James Grant, eastern Ontario; Auguste Martineau, Montreal, and E. G. McColough, Maritime provinces. Emile Larose is sales manager of this new and enterprising firm, who have offices and show rooms at 44 St. Antoine street, Montreal. A. Lecours is managing director of the firm, which starts with bright prospects and every confidence in the future.

M. Black has opened a new shoe repairing shop in Parry Harbor, Ont.

C. F. Veitch, manager of the footwear department of the Canadian Consolidated Rubber Co., Toronto, has been ill for the past few days and his many friends hope that he will soon be around again.

The Palmer-McLellan Shoe Pack Co., Limited, of Fredericton, N.B., have secured a large order from one of the

Allied Governments for their oil-tanned shoe packs, similar to what is worn by the lumbermen in New Brunswick and other parts of Canada, for use in the trenches this winter. A sample order of 100 pairs was sent the Government last winter, and they proved so successful that a large order followed.

The Downie street shoe store of Knechtel & Co., Stratford, has been purchased by Shore & Paff, who have been carrying on a shoe business at 47 Downie street.

C. J. Moore has purchased the shoe repairing business of D. Fitzgerald, 25 Dock street, St. John, N.B.

At the Central Canada Exhibition, Ottawa, a very attractive booth in the main building was occupied by Gale's shoe store. A handsome sign in gold, garlanded with blossoms, greeted the eye, and the scheme of decoration was harmonious and restful while the footwear displayed was arranged with exquisite taste. The display included a number of evening and dress slippers and fancy hosiery to match, as well as the new models for fall. Army boots were also shown by the firm and the British, French and new Canadian types, and the hospital rest shoes for convalescent soldiers, were on exhibit. Gale's shoe store in Ottawa report doing an exceptionally active business during the week of the Fair.

The Canadian Consolidated Rubber Co., Limited, Montreal, has declared the regular quarterly dividend of one and three-quarter per cent. on the preferred shares of the capital stock of the company.

T. R. Trudeau, late of the Brockton Shoe Co., Limited, Montreal, has joined the traveling staff of Corbeil, Limited, shoe manufacturers, Montreal, and is acting as city salesman. He was some years ago western Canada representative of this company.

Alfred Fox, of the Yale shoe store staff, Winnipeg, has been spending a few days visiting friends in Toronto and Chatham, Ont. He was accompanied by Mrs. Fox.

Richard Weston, of the Weston Shoe Co., Limited, Campbellford, Ont., was in Toronto last week on business.

Dan McTavish, who is widely known in shoe circles in Winnipeg, Toronto, and other cities, has joined the 36th Field Regiment, Toronto, and is at present engaged in clerical work.

Extensive improvements have recently been made to the tanneries of the Breithaupt Leather Co., at Berlin and Penetanguishene, where complete sprinkling systems have been installed. The company's G. T. R. station warehouse at Berlin and their warehouse on Queen street, in that city, have also been connected with a sprinkling system in connection with the waterworks service. The rolling and drying house at Berlin have been enlarged recently and additional rolling machinery installed, while the beam house has been modernized. The offices have been extended and renovated. The firm report that business in all their brands of sole leather is very good and the prospects for fall trade are excellent.

R. E. Jamieson, of Montreal, general sales manager of the Canadian Consolidated Rubber Co., was in Toronto last week on business.

J. S. King, of Toronto, who is representing the Ontario Shoe Manufacturers' Association abroad, is now in Paris where he has been spending some time. Mr. King expects at an early date to secure orders for army shoes from the Allies.

Practically all the rubber shoe manufacturing companies in Canada have received large orders from the English Government for long hip rubber boots, which will be used in trench work. The boots are being specially made and have a combination rubber strap over the instep and around the

heel and another just above the calf of the leg, while there is the usual strap at the top to attach to the belt of the soldier.

Robin Freres are making an extension to their last factory on Carriere street, Montreal. The addition will be three storeys high, built of brick and when equipped with new machines, will greatly add to the output of the plant, making their production of lasts and fillers between eight and nine hundred a day.

The Leather Manufacturers' Safety Association, Limited, with headquarters in Toronto, has been incorporated. The association is for the purpose of adopting protective measures and safety devices in connection with the operation of the Ontario Workmen's Compensation Act.

The last edition of "Foot Prints" issued by the Canadian Consolidated Rubber Co., calls attention to the fact that serviceable presents are always acceptable at Christmas time, and that during the coming Yule-tide season, Canadians will give preference to goods that are useful rather than ornamental. It is also pointed out that the live retailer should take full advantage of the Made-in-Canada propoganda, and for the few weeks preceding Christmas attractive exhibits should be made. Backed by effective show cards, attention may be directed to many gifts in the line of felt footwear, rubber goods and other offerings.

Jobbers have recently received advices from manufacturers that rifle and mohair shoe laces have all been advanced in prices 25 to 30 per cent. This has been caused by the scarcity of dyes, shortage in supplies and the large export demands on account of the war, as Belgium, Germany and other countries which made a large number of such goods, have practically ceased to be in a position to furnish anything in this line.

Ralph Locke, of Dufresne & Loeke, Montreal, was in Toronto last week on a business trip.

W. Stanley Larke, who for the past five years has been a valued member of the staff in the men's shoe department of H. & C. Blachford, Limited, 286 Yonge street, Toronto, has joined "A" Company, 83rd Battalion C.E.F., and is now in camp at Niagara Falls, preparing to leave for the front. He has been a member of the Queen's Own Rifles for some years. Private Larke was presented by the employes of the firm with a handsome pipe, while his employers gave him a gold wrist watch, suitably engraved.

Allen Locke, sales manager for the Slater Shoe Co., was in Toronto last week and called upon a large number of the trade.

A. R. Trudeau, of Montreal, has joined the selling staff of the American-British-Canadian Distributors, Toronto, and will cover the western provinces. Frank W. Slater, of Montreal, is looking after a portion of Ontario for the firm, while the Thompson Shoe Co., Montreal, will handle the lines in the Maritime provinces. Murray Peirrette will represent Toronto city, while H. A. Beatty will attend to Quebec, Montreal, Ottawa and the larger cities in Ontario.

Frank E. Rousseau, who was formerly with the Reliudo Shoe Co., Toronto, for a number of years, has joined the staff of Gourlay & Fogelberg, Limited, Berlin, Ont., and is covering northern Ontario.

Marion Rogers, trading as Rogers & Co., shoe dealers, Owen Sound, Ont., have made an assignment to McLeod Tew. Toronto and Hamilton creditors are specially interested.

Bert Simpson, of the Winnipeg Shoe Co., has taken a position with the Hudson's Bay Co. He was for many years with Tom Stedman, Limited, Winnipeg.

The British government have placed with the Kaufman Rubber Co., Berlin, Ont., an order for 10,000 pairs of hip

boots, to be used by the men in overseas service. The value of the order represents some \$40,000, and the contract requires that the consignment be completed and ready for shipment by October 1st.

The J. Leckie Co., shoe manufacturers, of Vancouver, have received an order from the government for several thousand pairs of shoes.

The big plate glass window in Glanville's shoe store, New Westminster, B.C., was broken recently and the thieves managed to carry off several pairs of shoes, leaving only one pair which they could not reach.

A. E. Little, shoe manufacturer, of Lynn, Mass., and wife, were in Montreal recently. They were enjoying a motor trip to various parts of the Dominion for a couple of weeks, and Mr. Little was much impressed with the country and the fertile nature of the land.

The Cobourg Felt Co., Limited, Cobourg, have secured the services of John L. Holts as superintendent, and he has entered upon his new duties. Mr. Holts has a wide experience in manufacturing felt lines. F. R. Goodearle, of the company, has been calling upon the shoe trade in Ottawa and vicinity and reports business as good.

E. P. Paige, of the Regal Shoe Co., Toronto, has returned from a two weeks' pleasant visit to his old home in Whitman, Mass.

A. W. Taylor, of the Robert Taylor Co., shoe manufacturers, Halifax, was in Toronto last week and took in the Canadian National Exhibition.

G. P. Walker and D. J. Bonnell, of R. T. Holman, Limited, Summerside, P.E.I., were in Toronto last week on their semi-annual buying trip in the interest of the firm and called upon a large number of members of the shoe trade.

While working at a press in the leather factory of Edwards & Edwards, Dupont street, Toronto, Robert Knox had two fingers of his right hand badly crushed.

Ames-Holden-McCready, Limited, are sending to their customers handsomely colored slides, which can be used with advantage for advertising purposes in moving picture theatres. The slides are artistically printed and the dealer's name is placed at the bottom. Many retailers have made good use of the "movies" in various centres to attract attention, and have found such a medium of publicity one of profit and direct results.

J. H. Wood, shoe dealer, has removed from 528 Queen street west, Toronto, to 215 Roncesvalles avenue.

W. J. Mitchell, of London, has joined the traveling staff of Ames-Holden-McCready, Limited, of Toronto, and will cover the ground from Hamilton to London in the interests of the McCready shoe.

S. Gloud, representing the Leach Shoe Co., of Rochester, was in Toronto on business last week.

R. R. Macaulay, secretary-treasurer of the Miner Rubber Co., Montreal, was in Toronto for a few days last week.

Harry Dallas, of Toronto, is spending a few days at Algonquin Park, where he is having a pleasant holiday.

W. M. Reynolds, Toronto representative of McArthur, Irwin, Limited, Montreal, spent a few days in Berlin last week.

Geo. Chambers, manager of the Regal Boot Shop, Toronto, has returned from a visit to Boston, New York and Rochester.

Arthur Congdon, of Congdon, Marsh, Limited, Winnipeg, was in Montreal recently on a business trip.

Harold Bonnick and Frank Faulkner, who have enlisted for foreign service, were each presented with a box of cigars, a large tin of tobacco, a pipe and several hundred cigarettes, by the employes of the Toronto branch of Ames-Holden-McCready, Limited. Mr. Bonnick, who is a

son of Chas. Bonnick, former manager of the branch, has joined the Canadian Army Service corps. He was lately on the traveling staff, and Mr. Faulkner was employed in the warehouse. Both young men are now in camp at Niagara-on-the-Lake.

J. Waters, of Norwood, was in Toronto last week on a business trip, calling upon the shoe trade.

E. E. Donovan, manager of E. T. Wright & Co., St. Thomas, Ont., was in Toronto last week on business.

N. J. Collins, shoe buyer for Christie-Grant, Limited, Winnipeg, was in Toronto, Montreal and Quebec last week on a buying trip.

G. G. Lennox, wholesale shoe dealer, of Winnipeg, paid a visit to Montreal, Quebec and Toronto recently.

A. L. Dupont, of Dupont & Frere, shoe manufacturers, Maisonneuve, Que., was in Toronto and Hamilton lately.

Wm. H. Marsh, of W. A. Marsh Co., Quebec, called upon the trade in Toronto a few days ago.

E. J. Hill, of E. J. Hill & Co., Lethbridge, Alta., was among the visitors to Toronto last week.

The old tannery at Salem, near Elora, Ont., was burned recently, the loss being about \$3,000. The building had not been used for many years.

Fire broke out recently in R. C. Comeau's shoe store, Moncton, N.B. The blaze started in the office and damage to the extent of \$2,000 was done by smoke and water.

The new Walk-In Shoe store, 295 St. Paul street, St. Catharines, Ont., was opened recently. The store is well appointed and every comfort and convenience provided. Mr. Howe, proprietor, is a St. Catharines old boy.

The new price lists for sporting shoes have been issued by the various manufacturers and the selling season has started. The quotations are about the same as they were last year on the various lines previous to the 5 per cent. advance which went into effect in January last. The terms are net, subject to cash discount as follows: The shipments made during January, February, March, April and May next are payable on June 10, 1916, less 2 per cent. or net August 1st. All other shipments are payable on the 10th of the month following shipment, less 2 per cent. or net 60 days from the first of month following shipment. Nearly all retail dealers report that the past season was a remarkably good one in tennis and outing shoes. The new price



THE HANDSOME NEW STORE OF KENNEY BROS., PARRY SOUND, ONT. THE SHOE DEPARTMENT IS SEEN ON THE RIGHT AND THE BROTHERS ARE STANDING IN THE FOREGROUND.

list distinctly states that after December 16th next there will be an increase of five and ten cents per pair, so that early ordering is not only desirable but profitable.

Mrs. Mary Damer died recently in Toronto, where she had resided for some fifty years. She was the widow of John Damer of the former firm of Damer, King & Brown, shoe manufacturers, Toronto, who predeceased her two years, and is survived by three sons, John, of Damer, Lumsden & Co., wholesale shoes, Vancouver; Wm. G., Toronto, who is the western Canada representative of F. J. Weston & Sons, Toronto, and Warnett Damer, Toronto. The late Mrs. Damer came to Canada from Sussex, Eng.

E. H. Scarrow, shoe dealer, of Owen Sound, was in Toronto last week on business.

The Natural Tread Shoe Co., 329 Yonge street, Toronto, had a splendid exhibit of Natural Tread shoes in the Educational building at the recent Canadian National Exhibition, Toronto. The display was the centre of considerable interest.

C. S. Corson, sales manager of the Regal Shoe Co., Toronto, has returned from a business trip to Boston and other shoe centres in the east.

David T. Gledhill, shoe dealer, of Kincardine, spent a few days in Toronto last week.

Harry Leckie, W. G. Fallen and Julius Kuechler, western representatives of Getty & Scott, Limited, have gone on

handle shoes and harness repairs, while Mr. Risdale will conduct a grocery business.

C. F. Irwin, of Harley Henry Limited, has taken up his old position as manager of the shoe department of F. R. MacMillan, Limited, Saskatoon.

The boot and shoe business of MacDonald & Wray, Regina, will be incorporated.

Singer Fit-Rite Shoe Co., Limited, has been incorporated in Montreal, with a share capital of \$49,000.

A pair of French military boots was recently shown in the store of N. Maybee, Grand View, Man., and aroused a good deal of attention.

The Famous Shoe Repair have closed out their branch at 133 Second Avenue north, Saskatoon. Mr. Culbert of the branch has moved the plant to Winnipeg for the present.

A. Stutt, 3rd Avenue north, Saskatoon, has erected a large electric sign and is doing a custom as well as a repair trade.

Charles F. Rannard, of the Rannard Shoe Co., Winnipeg, is on an extended business trip to Montreal, Quebec, Three Rivers, Toronto, Berlin, Galt, London and other manufacturing centres. He will return home by the United States route, visiting all the leading cities in the Middle States, in search of merchandizing and style information and pointers.

R. M. Dahl, of Wolseley, Sask., was in Toronto last week on business. He recently started business in that town and has secured the agency for Regal shoes. The Farmers' Trading Co. have also secured the agency for the same line of shoes for Horizon, Sask.

A. Shewan, of Nation, Shewan, Limited, Brandon, Man., was in Toronto and other points east last week on business.

Arthur Dash, shoe dealer, of Sedgewick, Alta., has sold out.

H. M. Stephens, director of specifications and designs for the Regal Shoe Co., Boston, was in Toronto last week on business.

The shoe store of the McCall Shoe Co., 432 Yonge street, Toronto, was visited by fire on September 11th and much damage done to the building. The loss on the stock is estimated at five thousand dollars.

The shoe departments of the T. Eaton Co., Robinson Co., Hudson's Bay Co., etc., Winnipeg, are all showing a beautiful line of plain, neat and dressy shoes for ladies—some in novelty patterns.

Jos. Scully, who for a year past has been with the Canadian Consolidated Rubber Co., Saskatoon, joined the staff in the wholesale shoe branch of Harley Henry Limited.

Fire broke out recently on Bridge street, Hull, and among the places of business damaged was the shoe store of H. Charlebois. His loss is about \$2,000.

Winnipeg jobbers in the shoe line report that they are doing a better business than a few weeks ago, and they speak optimistically regarding the immediate future. Their travelers are sending in more encouraging reports. General shoe business in Winnipeg is steadily improving.

The first shoe retailer in Orange, N.J., is about to retire. He is over eighty years of age and has been in business fifty-six years on the same spot, and in that long period was never away from work all told for more than two weeks.

The Kilgour, Rimer Co., Winnipeg, have been appointed agents for the Tally-Ho shoe from Port Arthur to the Coast. Mr. Patterson will make the trip for the firm this season.

R. L. Savage, who represents the James Muir Co., Montreal, and Clark Bros., Limited, St. Stephen, N.B., through-

THREE TRAVELERS WITH NEW FIRMS



HENRI MARTINEAU
J. A. & M. COTE CO.
ST. HYACINTHE



FRANK ROUSSEAU
GOURLAY & FOGEL-
BERG, BERLIN



AUGUSTE MARTINEAU
CANADIAN FOOTWEAR
CO., MONTREAL

an extended trip throughout the prairie provinces. Mr. Leckie will cover British Columbia and part of Alberta; Mr. Kuechler, Saskatchewan and part of Alberta, and Mr. Fallen, Manitoba and Saskatchewan.

Wm. Mack, of the Lockett Shoe Store, Kingston, was in Toronto last week on business.

The Society Shoe Co. will open a store in the new Curry Block, Winnipeg.

George Wheeler, manager of the shoe findings department, of Kilgour, Rimer Co., Winnipeg, has been spending his vacation at Winnipeg Beach.

The Nu-Way Shoe Repair Co. are starting business in Winnipeg.

By a recent amendment to an order-in-council just passed at Ottawa, the exportation of hides of cattle, buffaloes and horses, and calf and goat skins, except when of Canadian origin, are prohibited to all destinations abroad other than the United Kingdom, British possessions and Protectorates.

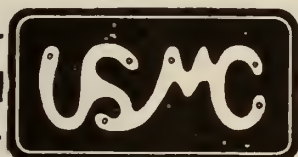
The assets of A. Beaulieu, shoe dealer, Chambord, Que., have been sold.

Bradford & Johnson, of Rainy River, have taken over the grocery and crockery stock of the Rat Portage store, and are adding shoes, dry goods, and men's furnishings.

S. Stewart, 299 Wallace avenue, Toronto, has sold out his shoe business.

Guthrie & Risdale, shoes and harness, Battleford, Sask., have dissolved partnership. Mr. Guthrie will continue to

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.

out the province of Ontario, has removed from Montreal and taken up his residence in Toronto, at 36 St. Andrew's Gardens, north.

J. N. Gibson, who has been connected for many years in various capacities with Blachford, Davies & Co., Limited,



E. G. McCOLOUGH

WHO HAS BEEN APPOINTED MARITIME PROVINCES REPRESENTATIVE OF THE CANADIAN FOOTWEAR CO., LIMITED, MONTREAL

Toronto, has taken a position on the traveling staff and will look after a part of Toronto city, in company with A. Echold.

Ames-Holden-McCready, Limited, Montreal, are expecting a large order for army shoes from the French Government. It is said that the order may run 250,000 pairs a month. The firm will not be able, of course, to produce this amount, but arrangements have been made with other companies to take portions of the contract with a view of turning out the maximum capacity right from the outset. Negotiations are also going on with the Italian Government for a large order for military boots as many thousand pairs will be required for winter use by both the French and Italian troops.

HIDE MARKET IS NOT ACTIVE

Hallam's Weekly Market Report, Toronto, says: Beef-hides are in fair supply. Tanners are buying on a hand to mouth basis owing to a dull leather market. City butcher hides green, flat, 18c. per lb. Country hides, flat cured, 17c. to 18c. per lb.; part cured, 16c. to 16½c. per lb. Calfskins are moving slowly at prevailing quotations. City skins green, flat, 15c. per lb. Country, cured, 18c. to 19c. per lb.; part cured, 17c. to 18c. per lb., according to condition and take off. Deacons or bob calf, 75c. to \$1.10 each. Horsehides are quiet as ever with unchanged prices. City take off, \$4.00 to \$4.50. Country take off, No. 1, \$3.75 to \$4.25. No. 2, \$2.25 to \$3.00. Sheepskins are steady to firm, there is a good demand for late take off stock. City lambskins and shearlings, 75c. to \$1.10. Country lambskins and shearlings, 65c. to \$1.00.

POPULARITY OF THE GYPSY BOOT

The two outstanding features in the shoe market at present are white piping and Gypsy boots.

The demand for conservatively colored footwear and the long seam lines have given manufacturers an opportunity to feature white piping. While genuinely conserva-

tive, it adds a spice and snap to footwear which makes it distinctive. The showings are indicative of what opinion buyers hold of it. In addition there is a showing, though much less, of colored pipings.

The Gypsy boot seems to have taken buyers and wearers by storm. That it will have a wide sale is undoubted, but whether it can stand up after heavy selling is a question. While it is being pushed even now by the higher priced stores, a few weeks will witness its sale by the cheaper priced stores. One of the points which will promote its sale is the absolute ease with which it is fitted. However, it is a novelty and it is this feature which should make the average retailer buy them with caution. It has found greatest favor in the regular button pattern in black, dark blue, bronze, and gray kid. Variations in the straight side button and in the lace types are shown.

WAREHOUSE MEN BEAT TRAVELERS

The semi-annual bowling match between the travelers and the warehouse staff of the White Shoe Co., Toronto, took place recently in the rooms of the Athenæum Bowling Club, at 59 Adelaide street west, Toronto. Three games were played and the warehouse staff won easily. Some exceptionally high scores were made. The result was as follows:—

TRAVELERS

Ernest Williamson	110	84	125—319
Alfred Bawden	110	132	126—368
L. Finland	83	79	135—297
Thomas Martin	88	89	79—256
Ed. Edmonds	94	103	155—352

1,592

WAREHOUSE

R. B. Gravin	118	143	133—394
Charles McFarland	134	153	108—395
T. J. Rice	112	103	124—339
G. Hayes	49	107	120—276
Doc Reeves	132	121	105—358

1,762

THE MARKET AUCTION & SALES EXCHANGE
185 King St. E. & 64 George, cor. of King & George Sts., Toronto

These rooms are open daily for the reception of Boots and Shoes, Leather, etc., for Weekly Sales by Auction or Private.
JOSEPH S. FRY, Practical Shoe Manufacturer and Auctioneer. Over twenty years trade and bank references: Toronto, ten years.

Box Toes and Heels

OF ALL KINDS

WE GUARANTEE THEM

When you use our box toes and heels you are insuring satisfaction in these departments. Write for samples and information.

J. E. DUPRE

The

A. BAILLARGEON

Montreal Box Toe Co.

ESTABLISHED 1904

THE JUST WRIGHT SHOE

IN A CLASS BY ITSELF



It gets you in
JUST RIGHT
with your
most
particular
customers

The Just Wright
SHOE

"Club" No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
¾ Newark Heel. Sizes C 5 to 10½, D 5 to 10½.

Stock No. 207—Same in Tan.

Stock No. 208—Same in Nut Brown.

The Just Wright Salesmen are now showing a range of new models for Spring that your judgment will highly approve.

"IN-STOCK" CATALOG ON REQUEST

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



Have you seen the

LIFE-BUOY

Range of

OUTING SHOE SAMPLES?

Do not place before you see them.



Special features that have not been shown before by anyone.

Added Selections in
LASTS AND STYLES

*A "LIFE-BUOY" Salesman
will call on you in ample time
—wait for him.*



THE
Robson Leather Co.
LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

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 Warecoms, 340 CLAY ST.
CHICAGO, Branch Store, 1030 NO. BRANCH STREET



“Murray-Made”

and “Derby”

Shoes for Men

Have you seen our Spring range?

125 lines of men's shoes to retail from \$4.00 to \$6.50, including 4 brand new stylish lasts in men's welted shoes.

Our women's welt range, retailing from \$2.50 up, is also very large, and includes 2 of the smartest new shoe styles to be seen anywhere.

Fine Line of Women's McKays

We have been perfecting our women's McKay department in the past six months and are now in perfect shape, as the McKay samples we are showing will very effectively demonstrate.

And our values! They really are exceptional and you will miss the best of them all if you fail to see our line. It will pay you to watch for the MURRAY Shoe Salesmen.

The

Murray Shoe Co., Limited

London : Ontario

Montreal Branch: FRANK J. McKENNA, Sole Agent
Read Bldg., St. Alexander and Jurors Streets



“Cleo” Shoes for Women

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

SOLE LEATHER

Established Over Half a Century



OAK—"TRENT VALLEY"—Mellow,
Non-acid. "Tests up." Is reliable.
In Bends, Backs, Sides, Bellies.

"LION"—Firm. Specially tanned for
army purposes.

HEMLOCK—"PENETANG" and
"EAGLE"

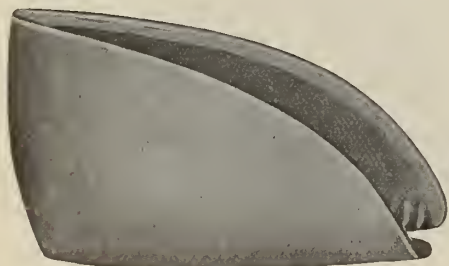
TAP SOLES—We stand behind every
dozen.



THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

ONTARIO



DUCLOS & PAYAN

TANNERS AND MANUFACTURERS OF

Chrome Sides in black and colors, Box
Sides, Gun Metal and Dull Sides

MENNONITE GRAIN IN BLACK AND TAN

CHROME SOLE

"Our Fibre Counters are Guaranteed
to Outwear the Shoe"

FACTORY AND OFFICE :
ST. HYACINTHE, P.Q.

STORE : 224 LEMOINE ST.
MONTREAL

W. H. Staynes & Smith,

HIDE and LEATHER
FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

Leicester, Eng.

and at Kettering, Northampton
Frankfort-on-Maine.

Cable "HIDES." Leicester.

LUCIEN BORNE

Manufacturer of
GLAZED KID

SALES ROOM
491 ST. VALIER STREET

QUEBEC

MONTREAL OFFICE
152 NOTRE DAME STREET W.

If

you want the
best material
and workman-
ship ask for



No. 14—10 in. leg

John Bull Larrigans and Leggins

Made by

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

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

To You Mr. Superintendent

If you have fibre counter troubles in your lasting room, just whisper to your purchasing agent and tell him to send for samples of

Columbia Fibre Counters

Your troubles will quickly disappear by using Columbia Fibre Counters. Unequalled for durability, dependability and wear.

Our Reputation

Is at stake when we say that Columbia Fibre Counters are **BETTER** than any fibre counters on the market.

Drop a Postal

and our salesman will call and convince you in a very few minutes that our claims are not without good grounds—furthermore

**WE PAY FOR SHOES
RETURNED IN WHICH
THE COUNTERS HAVE
PROVEN UNSATIS-
FACTORY**

Peculiarly

adaptable to high grade shoes as well as medium price shoes. Moulded evenly and smoothly. Long and flexible scarf. And lend themselves readily to high grade shoemaking.

Let Us Prove This to You

Columbia Counter Company

347-349 Congress St. BOSTON, MASS.

CANADIAN REPRESENTATIVE

MONTREAL

G. J. TRUDEAU, 365 Ontario Street East

NEW YORK OFFICE, 127 DUANE STREET

SAN FRANCISCO—N. W. & A. L. Freidman . . . 717 Market St.
CINCINNATI—Geo. H. Mugavin Co. . . . 117 Sycamore St.
AUSTRALIA—H. J. Herbert & Co. . . . 9 Hamilton St., Sydney
CUBA—Pedro Gomez Cueto Co. . . . Teniente Rey 19, Havana
PHILADELPHIA—Granville S. Brotherton . . . Burlington, N.J.
ST. LOUIS—Patton-Korndoerfer Leather Co., 16th & Locust St.
ENGLAND—Albert Pemberton & Co., 17 Belvoir St., Leicester
BUENOS AIRES—American Representations Co., Tacuari, 1158
ITALY and SWITZERLAND, . . . Victor De Sanctes & Co.,
Piazza Di Spagna 60, Rome

THE
WM. A. MARSH CO.
 LIMITED

*Manufacturers of
 Fine Boots and Shoes*

QUEBEC

We Specialize on
**GALLOON BINDINGS,
 TASSELS AND TRIMMINGS**
for Baby Shoes



Established
 in

1900

Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
 Lincoln St., Boston, U.S.A. Everett

M. 5484



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

**Aird
 McKays
 and
 Turns**

Aird Spring Samples are now in the hands of all the Reliable Jobbers.

Inspect them.

AIRD & SON (Registered) **MONTREAL**

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.

United Shoe Machinery Co. of Canada

122 Adelaide St. W.,
TORONTO

MONTREAL
QUE.

492 St. Valier Street,
QUEBEC



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BARRIE TANNING COMPANY

MANUFACTURERS OF LIMITED

STAPLE AND FANCY

LEATHERS

RUSSET SIDES AND SPECIALTIES

BAG
CASE
TRUNK
STRAP

LEATHERS

BRIDLE
COLLAR
SPLITS
BOOKBINDERS

HIDES ALL
SPECIALLY
SELECTED

FACTORY & HEAD OFFICE **BARRIE, ONT.**

UTMOST
ECONOMY
IN CUTTING

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.





OUR MOST POPULAR BRANDS



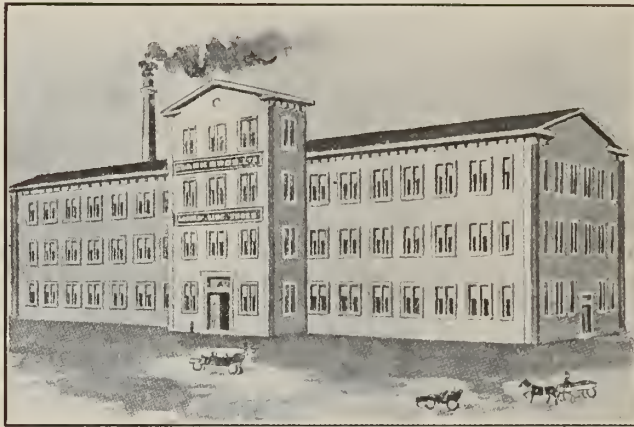
Men's Patent Bal. Grey Suede Top
Patent Eyelet Stay, 8-8 Heel.

The Muir salesmen are now on the road with the best line of samples we have ever sent out in men's and boys' welts to retail at \$4.00, \$5.00 and \$6.00. There are several conspicuous features in our Spring 1916 range which you must see to appreciate.

Be sure to see our new season range before placing your order.

THE JAMES MUIR CO.
MONTREAL

We Have Them All



A. B. C. D. and E. Widths,
on Six Popular McKay Lasts



JAMES F. CLARK, Treasurer

This is a range, Mr. Retailer and Mr. Jobber, that should certainly interest you, as, so far as we know, we are the only house in Canada manufacturing ALL the different widths in so many **Different** McKay lasts.



JOHN F. CLARK, President

See The Clark Salesman

And you will readily see that these lasts are absolutely widths and patterns **designed** to follow, and not lasted or cut up or down half a size to get the widths.

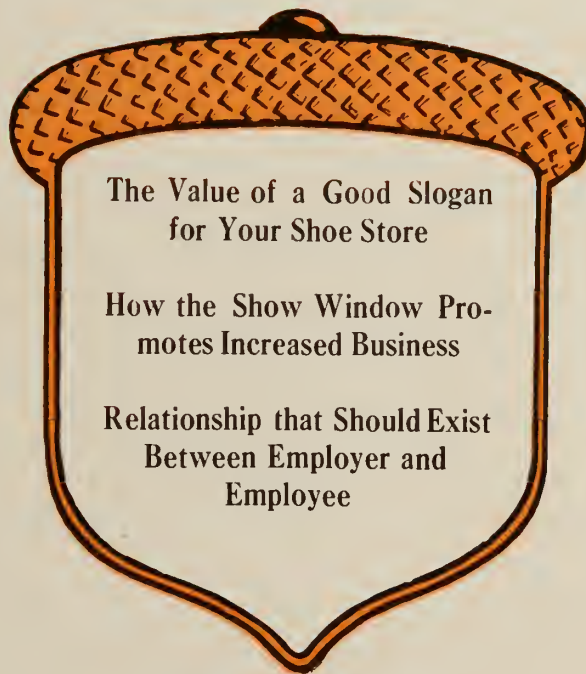
Our range constitutes one of the largest and most complete assortments of Women's Fine McKays ever produced in a Canadian Shoe Factory. See the range and your efforts to sell "Made-in-Canada" goods will be absolutely **justified** by the goods and values.

Clark Bros., Limited
St. Stephen, N.B.

ESTABLISHED 1888

OCTOBER 1, 1915

THE SHOE & LEATHER JOURNAL



The Value of a Good Slogan
for Your Shoe Store

How the Show Window Pro-
motes Increased Business

Relationship that Should Exist
Between Employer and
Employee

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

PUBLISHED TWICE-A-MONTH

AWARDED GOLD MEDALS WITH DIPLOMA-BRUSSELS 1909-1910.

LONDON OFFICE. BALFOUR HOUSE, FINSBURY PAVEMENT, E.C. TELEPHONE NO 8843 LONDON WALL TELEGRAMS: "GLOBIFORM, AVE., LONDON."	SIR H. W. TRICKETT, LIMITED CANVAS SHOE AND FANCY SLIPPER MANUFACTURERS. TELEPHONE NO 18. (12 LINES) CABLE & TELEGRAPHIC ADDRESS. "GLOBE, WATERFOOT"	TORONTO OFFICE 16, MANCHESTER BUILDING, MELINDA STREET. TELEGRAMS. "SLIPPERS, TORONTO."
	CODES USED A B C. 4 TH & 5 TH EDITION. LIEBERS	

YOUR REF	
OUR REF	

WATERFOOT,
 NO MANCHESTER

Sept. 15/15

TO OUR CANADIAN FRIENDS:--

The "MAD MULLAH" of Europe has upset a good many plans during the past twelvemonth or so. But he is being gradually but steadily "roped," as you say in Western Canada. His "Holy War," let us trust, will shortly have its quietus and Christianity again demonstrate its power to cast out the devil of Paganism.

Meanwhile this is no time for "pink teas," "tripping" or even casual business gadding. It has been a great disappointment to me personally not to be able to run across and greet our many Canadian friends as usual, get a breeze of your great lakes and prairies and, incidentally, talk of the "greatest thing in the world" in footwear, TRICKETTS.

It has been a satisfaction to know that our Canadian customers are being fully cared for by our "Johnnie on the Spot"--Mr. John S. Ashworth--and on this side we are seeing to it that he gets what he asks--and he is very insistent on their behalf.

Wishing you a prosperous season's trade--especially in TRICKETTS, which still, by the way, follow the flag--and hoping in the near future to renew the pleasant personal relations of the past.

Yours very cordially,

O. Eatough

Managing Director.



This cut of our Growing
Girls' button boot is one of
over 200 lines—from which you are
invited to make a selection for Spring.

Our Representatives:

JOHN SCOTT,
J. A. McLEAN,
Western Provinces
W. C. MYERS,
Western Ontario
W. S. PETTES,
Eastern Ontario
J. G. RIEL,
Montreal and
Quebec
J. A. PERRON,
Quebec Province
C. A. LEBLANC,
Maritime Province
P. A. DOIG,
Sales Manager

Star Shoes are Popular

Because they have style and finish which makes them ready sellers—you have no "left overs" if you carry the Star line.

All our shoes are sold to the retailer at popular prices—prices, which enable you to sell at a good profit.

One of our representatives will call on you with a full range of samples.

STAR SHOE LIMITED - MONTREAL

Our Lines
McKAY SEWN

For
BOYS, YOUTHS
GENTS, and
LITTLE GENTS.
GROWING GIRLS,
MISSES, GIRLS
and CHILDS

TURNS

For
BABIES, INFANTS,
GIRLS, MISSES,
and GROWING
GIRLS

OVER 200
DIFFERENT LINES



Here is what

the great MURRAY range of Spring Footwear offers you in the way of CHOICE—

1. 125 lines of men's shoes that readily retail from \$3.50 to \$6.00, including 4 brand new stylish lasts in men's welted shoes.
2. A splendid assortment of Women's McKay sewn shoes, from our newly re-organized and extended women's McKay department, to retail for \$2.50 upwards.
3. Shoe values that really are exceptional and that mean MORE PROFIT for the merchants who stock them.

“Murray Made”

“Derby”

FOR THE MEN

“London Lady”

FOR THE WOMEN



So—

See the Murray Range

The

MURRAY SHOE CO., Limited

London : Ontario

Montreal Branch: Read Bldg., St. Alexander and Jurors Streets

Right For Your Fall Trade



J 108 L.....\$2.25

Women's flexible McKay boot, patent, Regent last, black cloth top, 7-inch height, patent circular fox and back stay, plain toe, short vamp, leather half Louis heel.

B, C & D, 2½ to 7



J 0327 T.....\$3.25

Women's welt Gypsy boot, mat kid, Madison last, 7-inch height, patent tip and stay, patent California back stay, leather Louis heel.

AA, 4 to 7; A, 3 to 7; B, C & D, 2½ to 7.



J 327 A.....\$2.75

Women's welt boot, dull calf, Belmont last, black cloth top, 7-inch height, dull calf circular fox and back stay, plain toe, leather half Louis heel.

AA, 4 to 7; A, 3 to 7; B, C & D, 2½ to 7.



J 342 T.....\$3.25

Women's welt boot, bronze kid, Belmont last, bronze brown cloth top, 7-inch height, brown buttons, bronze kid circular fox and back stay, plain toe, leather half Louis heel.

AA, 4 to 7; A, 3 to 7; B, C & D, 2½ to 7.

Attractive Styles In Stock

Retailers in Canada will find some profitable shoes in our Stock Department. Five popular numbers are illustrated. Made for retailers who aim to give their customers honest shoe values. Fine fitting shoes that always please. Let us send you our Fall catalogue of complete styles in stock.



J 114 Y.....\$2.25

Women's flexible McKay boot, patent, Regent last, black cloth top, 7-inch military lace, patent lace stay, patent circular fox and back stay, plain toe, short vamp, leather half Louis heel.

B, C & D, 2½ to 7

TERMS—1% off 30 days; 10c. extra per pair on less than 4 pairs on any one style.

UTZ & DUNN CO.

ROCHESTER, N.Y.

—Los Angeles Office—

602 Lankershim Bldg.
Los Angeles, Cal.
G. C. McATEE
Representative

New York Office

200 Fifth Avenue
S. A. McOMBER, Representative

—Denver Office—

218 Charles Bldg.,
Denver, Colo.
RICE & TIGER
Representatives



MINER
MEANS
MERIT



Sort Up Your Rubber Stock

with the lines that never fail to sell and satisfy.

Miner & Shefford Rubbers

Your customers look to you for satisfactory service. They "want what they want, when they want it." Don't let any of them go away unsatisfied through the want of care on your part. Look over your stock **now**, and get your sorting orders into the hands of the nearest MINER RUBBER DISTRIBUTING DEPOT.

Full stocks carried by all our representatives assure prompt and careful attention to your orders.

The Miner Rubber Company, Limited

GRANBY QUEBEC

Blachford, Davies & Co., Ltd., 60-62 Front St. W., Toronto, Ont.
Coates, Burns & Wanless - - - - London, Ont.
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, P.Q.

Congdon, Marsh, Limited - 88 Princess St., Winnipeg, Man.
Congdon, Marsh, Limited - - - - Edmonton, Alta.
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., Ltd., 146 Wellington St. W., Toronto, Ont.
The Miner Rubber Co., Limited, 72 St. Peter St., Montreal, Que.





BELL'S "UNLOCKED PROCESS" SHOE

An entirely new line in Canada, which must be seen to be properly appreciated. Once you fully understand the "Unlocked Process" Shoe you are sure to become enthusiastic over its possibilities.

Bell's "Unlocked Process" shoes are made-in-Canada, solely by this Company, under patented methods. It is well worth your investigation!

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"

Off To A Good Start

Our traveling salesmen send us the most encouraging reports concerning the Spring prospects for

“ASTORIA” AND “LIBERTY” SHOES FOR MEN

The Honor-Made Shoe



THE NEW STRUTTER LAST FOR PARTICULAR YOUNG MEN

The reputation these shoes have attained, supported by the known achievements of the new proprietors, combine to promote that confidence which is the foundation of friendly business relations.

Our object of operation is to eliminate all unnecessary expenses hitherto attached to the production of Men's Welts in Canada and to make our prices compare favorably with our American friends who are producing Men's Welts in these grades. We are incorporating everything in the way of material and workmanship that go to make honor-made Men's Welts.

SEE THE SCOTT-CHAMBERLAIN SALESMAN
HIS SAMPLES WILL SURELY INTEREST YOU

SCOTT-CHAMBERLAIN, LIMITED
LONDON ONTARIO

SUCCESS ASSURANCE

is the natural result of selling a line of shoes that are all-pleasing—smart in style, perfect in fit, absolutely comfortable and enduring in wear. That is why successful selling is assured to the shoe merchant who stocks



“CLASSIC” SHOES

*Canada's Premier Line
For Women and Children*

The Spring range of CLASSIC SHOES now being shown by our travellers, gives you the widest range of choice to suit the needs of every one of your women and children customers. Place your Spring order with the CLASSIC traveller, and thus provide yourself with Success Assurance.



**THE SHOES THAT HAVE SUPPLANTED
FOREIGN FOOTWEAR**

MADE IN CANADA BY

GETTY & SCOTT, LIMITED

Galt - - Ontario

THE AMES-HOLDEN SHOE

signifies all that is desirable in high grade footwear.

Style, comfort and wearing qualities are only a few of the many features which go to make the AMES-HOLDEN SHOE indispensable to the great majority of your patrons.

**THEY WILL ASK FOR IT
—BE PREPARED.**

Don't Forget Our In-Stock Service

which enables you to sort up quickly and most satisfactorily on broken lines. By taking advantage of the service we offer, you can save many dollars—and customers.

AMES-HOLDEN SHOE

MONTREAL
WINNIPEG

ST. JOHN
EDMONTON

TORONTO
VANCOUVER



McLaren & Dallas

Wholesale Distributors of

**BOOTS
SHOES**

**SPRING
1916**

**AND
RUBBERS**

Our range of samples for the Spring season now in the hands of our travelers, merits your early attention. It includes all the very newest lasts in all the popular leathers, fabrics and combinations, and every number in the range represents the best obtainable value. Style, fit and wearing qualities are unexcelled.

The "Imperial" Shoe

A quality shoe for your better class trade—Goodyear Welts and McKay sewn for Men and Women.

"Varsity" Brand

These are McKay sewn and Standard Screw—a medium grade light shoe with the looks of a high grade line. Sells on sight, and with a worth while profit to the retailer. For Men and Boys.

"Maple Leaf" Brand

A line of Working Shoes for Men and Women, Boys and Girls. Made of solid leather and every pair guaranteed for comfort and hard wear.

"Little Canadian" Shoe

A very fine line that gives real satisfaction. Made in Misses' and Children's and Infants' sizes.

"Beaver" Brand

An extra fine line of Goodyear Welts for Men. Very popular and always completely satisfactory.

RUBBERS

The "BIG FOUR" Brands of RUBBER FOOTWEAR and SPORTING SHOES

"KANT-KRACK," "DAINTY MODE,"
"ROYAL" and "BULLDOG"

The "Sportsman" Boot

This is the one best MEDIUM PRICED boot for hunters, prospectors, civil engineers and surveyors.

Stock—Pearl Calf—Black Calf
Chocolate Calf—Smoked Elk.

Heights—10—12—15 inch.

"Witch Elk" Hunting Boot

This is a high-priced boot, but worth the money to those who need the best foot protection to be had. For the purpose for which it is made, the "Witch Elk" boot is distinctly in a class by itself.

Stock—Pearl Calf—Black Calf
Chocolate Calf—Smoked Elk.

Heights—10—12—15 inch.

Your Sorting Orders

Try our "Rapid Transit" shipping service in your sorting requirements. We have an extra large stock and a skilful staff, thus assuring prompt service whether your orders be small or large and whether they come through salesmen or by letter, wire or phone. Everything for immediate selling in Fall and Winter lines of Leather Footwear, Elmira Felts, English Slippers, Moose Moccasins, Lumbermen's Knit Sox, Oil Tan Larrigans, Hockey Boots and Men's Fine Leather Slippers.

McLAREN & DALLAS

30 Front Street W.

::

::

Toronto

See the Range for Spring

“BRANDON” “MONARCH”
 AND **“DR. BRANDON”** CUSHION
 SOLE



“LIPTON”



BOYS' HOME GUARD

Among other excellent features that you will observe in the BRANDON Range are our new

**Boys' Home Guard Shoe
 in Calf Leather**

and a special line of

**Flexible Welts
 to Retail at \$4.⁰⁰**

The plainer and more sensible patterns have the lead this year, a move that will commend itself to the judgment of merchants who can read the signs of the times. But there's variety aplenty in the range all the same. From the BRANDON line you can select a perfectly comprehensive stock for your boys' and men's sections.

**Rush Orders Delivered
 in Twenty-one Days**

THE BRANDON SHOE CO., LIMITED
 BRANTFORD, ONTARIO

New Samples for Spring

now in the hands of our travelers. Watch for the
WHITE SHOE man with the newest of the new in

Fashionable Footwear For Men, Women and Children

See our Bronze Kid lines in Women's Bal-
morals, Button Boots, Colonials and Poms.

Complete line of Oxfords and Poms and White
Canvas Shoes for women, misses and children.

OUR TRADE-MARKS ARE:

“Waverley” Men's Welts

“Premier” Men's and Women's Welts and High Grade McKays

“Wearwell” Heavy Staples

“Fairy” Children's Shoes

A full stock of desirable lines for immediate
trade, also Rubbers—“Kant Krack,” “Dainty
Mode,” “Bull Dog,” “Dreadnaught”

WHITE SHOE CO.

48 York Street : : Toronto

Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.

United Shoe Machinery Co. of Canada

122⁷ Adelaide St. W.,
TORONTO

MONTREAL
QUE.

492 St. Valier Street,
QUEBEC



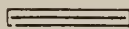
“The Shoe of Refinement”
THE HARTT SHOE

Dull Calf Bal, Receding
 Toe, Low Heel, On New
 Last.



Its appeal is to the highest class trade—to the men who appreciate dignified distinction in footwear. You can get a good price (and a good profit) for the Hartt Shoe, for the simple reason that it is worth the money—and looks it.

The Spring Range now being shown is a wonderful exemplification of the **fact** that the highest grade shoes not only can be, but actually **are** produced in Canada.



THE HARTT BOOT & SHOE CO.
 LIMITED

“Canada’s Best Shoemakers”

FREDERICTON

:::

:::

N.B.



“Regalize” Your Store!

In other words, if no other good shoe merchant has cut in ahead of you, secure the exclusive privilege of selling Regal Shoes to the people of your locality.

This is the quickest and the surest route to success in the shoe business. With Regal Shoes in your stock, the great Regal reputation behind you, and the one hundred per cent. efficient Regal service to draw upon, the very utmost success possible in your community is well within your reach.

Regal Shoes are Made-in-Canada, and can be sold by only one merchant in a town. If your town is not yet represented, write today for our plan.

35 Regal Styles Always In Stock

*Your shipment goes out the
day your order comes in.*

REGAL SHOE CO., LIMITED

IN STOCK DEPARTMENT

102 Atlantic Avenue

Toronto, Ont.

The Right of Way

to real success belongs to the shoe merchant
who concentrates on

THE JUST WRIGHT SHOE

Absolutely conclusive evidence, that will convince any merchant of experience, can be seen in the range for spring, now being shown by the JUST WRIGHT Salesmen.



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

The Just Wright
MADE IN MASS. SHOE

"Club" No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
¾ Newark Heel. Sizes C 5 to 10½, D 5 to 10½.

Stock No. 207—Same in Tan.

Stock No. 208—Same in Nut Brown.



The Bostonian Shoe

For

Spring 1916

is a leader for style and comfort at a reasonable price.

BOSTONIAN SHOES already have an enviable reputation. When you sell them you are not helping to boost an unknown brand, but you are helping your own interests by supplying customers with a recognized leader.

Why Not Stock Up Now?

JAMES ROBINSON
MONTREAL

“Canada’s Leading Shoe House”

Comments by the *London Advertiser* on the C.N.W. Shoe Co. Exhibit at the Western Fall Fair, London, Ont.

C. N. W. SHOES MADE BY PERFECTED PROCESSES.

The woman who imagines she is going to sacrifice herself to patriotic principles in buying Canadian-made shoes should make a point of paying a visit to the C. N. W. Shoe Company exhibit in the Main Building Annex.

There she will find boots and slippers for every occasion unsurpassed in quality and style by any that she has ever seen labelled "imported." The C. N. W. factory is one in Canada which has succeeded to an unusually high degree in perfecting its processes and bringing credit upon Canadian industries. "Miss Milo," "Duchess," "Lady Elgin" and "Aunt Mary" of the C. N. W. family combine comfort and modishness.



THE "C. N. W." BOOTS THAT PLEASE

"The Duchess, Lady Elgin, Miss Milo." My lady opens her eyes and wonders if she can be awake as she stands in front of rows of dainty footwear displayed in the Main Building Annex by the C. N. W. Shoe Company and learns these fascinating boots and slippers of latest lasts, styles, colors and highest perfection of finish are actually "Made in London" and that they are not merely "fads," but the 1916 spring samples of the London company which guarantees to every woman satisfaction, from fastidious Cinderella to common sense Aunt Mary, the latter also wanting style along with generous dimensions.

THE PRETTY MAID AND THE C. N. W. SHOE.

The pretty maid was hurrying to the east end of the Main Building annex. "Where are you going?" he asked (as usual).

"To the C. N. W. Shoe Company," she told him, because she wanted to see a reception shoe with a Louis heel, the smartest slippers in colors to match her frocks; a deep blue topped patent laced boot trimmed with narrow gold braid, and fetching white shoes piped with black.

"Nothing more sensible," he teased. "Certainly," she replied, "the nicest military walking boots. Did you ever know before they made such wonderful women's boots in London? Nothing nicer ever was imported."



C. N. W. Shoe Co., Limited
LONDON, ONTARIO

ASK YOURSELF A QUESTION WHEN BUYING SHOE POLISH



**WHY
NUGGET**

SHOE POLISH

Because
it is
waterproof
and gives a
rapid
brilliant and
lasting shine

Because
it
allows a
good margin
of profit to
the
Retailer



THE NUGGET POLISH CO., LTD.,

9-11 and 13 Davenport Road

TORONTO



1916



The salesmen of the well-known firms who act as our wholesale representatives, are now on the road with the big, unbeatable Spring range of

“ROYAL” AND “BULLDOG”

OUTING SHOES FOR 1916

From all points of the compass we have received most enthusiastic reports of the success of these goods in giving complete satisfaction. Assure satisfaction for *your* Spring and Summer trade, by ordering the line that has proved its worth. Big variety of styles, for both sexes, in all sizes, and values that are worth calling “remarkable.”

THE INDEPENDENT RUBBER CO., LTD.
MERRITTON - ONTARIO

Selling Representatives:

- | | |
|---|--|
| Amherst Boot & Shoe Co., Limited - - Amherst, N.S. | The Kilgour, Rimer Co., Limited - - - Winnipeg, Man. |
| The Amherst Central Shoe Co., Limited - Regina, Sask. | The J. Leckie Co., Limited, - - - Vancouver, B.C. |
| A. W. Ault Co., Limited - - - - - Ottawa, Ont. | The London Shoe Co., Limited - - - London, Ont. |
| White Shoe Co. - - - - - Toronto, Ont. | McLaren & Dallas - - - - - Toronto, Ont. |
| James Robinson - - - - - Montreal, Que. | |



Doctors
ANTI-SEPTIC
SHOE NON
PAT 1908 1909 PERSPIRO



THE Professor
PAT. N^o. 119409
GOLD CROSS
SHOE

Two Shoes That Are Not Affected By Style Changes

Both these brands have made their reputations and their sales on real, not imaginary or fanciful features. A certain amount of style or "snap," of course, is necessary to the sale of any shoe, but constant changes and freakish shapes are not. This has been proven by the remarkable success achieved by the DOCTORS SHOE and the PROFESSOR SHOE.

It is because they have been of real help to men's feet that they have become so popular. They never did make their appeal on style alone, though they do contain a certain dignified dressiness which is a great aid in making sales.

Each of these lines has its own peculiar construction, which serves a distinct and valuable purpose. Each has features that make a strong appeal to sensible men who care more for the comfort of their feet than for the pleasing of their fancies.

Ask your jobber for further particulars concerning the DOCTORS and PROFESSOR SHOES.

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

MR. MANUFACTURER:

Anticipating an unusual fabric season, we have stocked (outside of our regular lines) a quantity of black, and a few select colors in Velvets and Satins.

Both Fabrics will contrast beautifully with Patent Leather Vamps in both High Shoes and Pumps.

We will show dummies with these combinations in our Montreal store within a short time.

We again wish to remind you that we are Specialists in Shoe Goods only. We cater to no other trade.

Among other lines at address below given, we carry:

Shoe cloths and other shoe fabrics

Box cloths and kersey cloths, etc.

Top facings of all kinds

Bindings of all kinds, either silk, mercerized
silk or cotton

Braids for trimming or shoe bows

Ribbons of all kinds

Stay bindings, button webs, etc.

Canvas and other materials for white shoes

J. EINSTEIN, Inc.

NEW YORK
176 William Street

BOSTON
32 South Street

ST. LOUIS
321 North 14th St.

MONTREAL
152 Notre Dame St. W.

Tetrault
Always Has It First

IF IT'S NEW— TETRAULT HAS IT!

Our New "VULCANITE" Sole "THE SHOE OF THE SEASON"

Why not profit by this new composition which enables us to place in your store a line of SPRING OXFORDS OR HIGH CUTS WHICH WILL GIVE BETTER VALUE AND APPEARANCE THAN RUBBER SOLE, and enable you to show something new in your Spring lines. Prices are right, and lower than any other manufacturers.

Here are some of the reasons why

It is the logical substitute for leather soles.

Its general smartness.

Wears better than leather. Does not break, split or crack.

It is bound to have the call because of its many desirable features.

Waterproofing, flexibility, and evenness of quality are three great features of the "VULCANITE" Sole.

**DON'T PLACE YOUR SPRING ORDER TILL YOU
HAVE SEEN THE TETRAULT RANGE—THEN BUY**

Tetrault Shoe Mfg. Co.

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

331 Demontigny St. East :: Montreal

Mr. Retailer—Why?

Why advertise in the same old, indifferent, out-of-date way, when for

75c., \$1.00 or \$2.00

you may have your ad illustrated by the leading illustrators and designers in Canada. Make your newspaper space doubly effective. Make your advertising pay.

Two copyrighted designs will be issued monthly—new, original, distinctive—changing with the styles and the seasons. They will be selected from the best productions of a number of artists. Cuts off these designs will be furnished, ready for the printer, and in three different sizes to suit your newspaper space.

Only One (1) Shoe Dealer In Your Town

can secure the right to use these two copyrighted monthly cuts. Write immediately for the October cuts here illustrated, and reserve the exclusive rights for the following cuts. Order by number. Every retailer may use our service. If you need a special illustration for a sale, a shoe box label designed and printed, a letter-head, or suggestions for copy—sketches and prices will cheerfully be furnished for approval.



No. 210—1 Column (as illustrated)..... \$0.75
 No. 211—1½ Columns..... 1.00
 No. 212—2 Columns..... 1.25



No. 207—5¼ ins. long (as illustrated)..... \$1.25
 No. 208—7¼ ins. long..... 1.50
 No. 209—10¼ ins. long..... 2.25

The Flater Service

Illustrating
 Ad-Writing
 Designing
 Engraving

34 YONGE STREET
 TORONTO, CAN.

DUCLOS & PAYAN

TANNERS AND MANUFACTURERS OF

Chrome Sides in black and colors, Box Sides, Gun Metal and Dull Sides

MENNONITE GRAIN IN BLACK AND TAN

CHROME SOLE



"Our Fibre Counters are Guaranteed to Outwear the Shoe"

FACTORY AND OFFICE :
 ST. HYACINTHE, P.Q.

STORE : 224 LEMOINE ST.
 MONTREAL



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.



Let "Service" Be Your "Buy" Word

When Purchasing Rubber Footwear or Tennis Shoes

You cannot "Serve" your customers well unless you, in turn, are given real "SERVICE" by the manufacturer from whom you buy.

Real "SERVICE" not only means prompt deliveries and courteous treatment; it also includes salable and stylish goods of high quality and excellent workmanship.

We Provide "Real" Service

OUR line-up is complete, our quality is unexcelled, and our prices are right. Let us show you what we can do.

It Is Our Desire To Serve You



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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Have You a Slogan for Your Shoe Store?—Its Worth

A Good Title or Phrase is as Valuable and Reputable as a Trade Mark—It Must Convey Meaning and Character—Store Must Live up to the Standard that it Has Nailed to the Business Mast—What Some Retailers Have Done to Popularize and Advertise Their Goods and Stores

Have you a slogan for your shoe store?

A catchy and effective phrase—a brief, bright, descriptive title, or striking and original expression. A short, definite, rallying cry or leading characteristic has done much to advertise and popularize a number of the leading footwear establishments of Canada. More and more shoe shops are adopting a slogan, believing that it conveys as much meaning and impression in connection with their place of business as a trade mark does to any line of manufactured goods.

It is well known that all prominent shoemaking firms have branded or trade mark shoes, which they widely proclaim. The trade mark becomes closely associated with the producers who stand back of their output with a guarantee of quality, workmanship and worth. Thus branded or trade mark shoes gain in prestige and public appreciation each succeeding season, until the names are so deeply rooted in the minds of the people that they will call for this particular shoe in preference to ordinary unmarked lines, which may be just as good but lack the mark of leadership.

Nearly every shoe merchant can, without a moment's hesitation, call off the leading brands of men's, women's and children's shoes. These titles have been made to stand out by being stamped on the sole of the goods, by announcements in trade journals, by special labels, window cards, artistic booklets and other mediums, which reach the people. As it is generally agreed that trade mark or branded shoes take pre-eminence and have a distinctive value and significance of their own, there is no reason why the alert and progressive retailer should not give his premises or stock a distinctiveness or individuality as was referred to in an instructive article which appeared in the last edition of the SHOE AND LEATHER JOURNAL.

Make your store stand for something—make it typify and represent a certain feature, or a specialty that will appeal to the people, arouse their interest and so gain the confidence and esteem of the buying public. Many enter-

prising retailers have adopted a slogan and live up to its full interpretation and purport. There is no use in a footwear house selecting a phrase or certain term to differentiate it from others, unless pains are taken and care exercised to measure up to the banner that is nailed to the business mast. The store must have an identity, either in the way of location, exterior appearance, stock, service, fitting facilities, good values, smart styles or other conspicuous and desirable adjuncts.

The object of all advertising is to make an establishment more widely known, to sell more goods and create such a strong bond of mutual interest with the public that callers become permanent patrons and transient trade is converted into regular channels. In order to stamp the personality or individuality of a shop upon the mind of the masses the wide-awake and aggressive dealer will settle upon some fixed policy or give to his establishment some one thing not possessed by his competitors.

It is the Different That Tallies

The store that is different, the shoes that are different, in fact anything different, so long as it possesses worth and merit, will generally secure the business. In nearly every centre there are a number of people who have no fixed place for buying groceries, hardware, provisions, dry goods and footwear, and if by any special appeal or breezy, convincing advertising the attention of your establishment is directed or brought home to this class, your trade is bound to increase. When such customers enter your place of business, it is then up to you to see that they come back again. If they do not, it must be through some oversight, neglect or indifference on your part. Much more might be said on the question of sales and service, values and satisfaction. If you encounter a good title or an appropriate slogan adopt it, and if necessary, have it copyrighted, but before making it your own, see that you have every facility for living up



TWO OFTEN DOES THE CREDIT CUSTOMER GET THE GLORY WHILE THE CASH ONE BEARS THE BRUNT. REMEMBER IT IS THE READY MONEY PATRON WHO KEEPS THE GREAT MAJORITY OF SHOE RETAILERS IN BUSINESS TO-DAY.

to your pretensions. Do not choose any high-sounding, striking or attractive phrase, without there are at the back of it honesty, dependance, quality and confidence.

The Slogans of Some Shoemen

The SHOE AND LEATHER JOURNAL presents some slogans which have been adopted by leading shoe stores. Only a few are given. They will convey much to the average reader and will become so closely associated with the store and its policy that the designation or appellation will stand out with distinctiveness and strength, making it of as much value and as great an asset to the retailer in his local field as a sound, well-established and nationally known trade mark is to the manufacturer in his wider and more extended territory.

The Home of Good Shoes.—Richardsons Limited, Calgary, Alta.

The Palace Shoe House, the home of good shoes.—Honeyford & Vernon, Limited, Collingwood, Ont.

The Store of Quality and Service.—Knox's Shoe Store, Bowmanville, Ont.

Dealer in high-class shoes.—F. W. Savage, Waterloo, Que.

Remember that our goods are always high-class.—Robt. B. VanDine, Fredericton, N.B.

Gales—the shops for good shoes.—Geo. C. Gales & Co., Montreal.

The Store of Quality and Service.—Garbutt's shoe store, Picton, Ont.

The Parlor Shoe Store.—F. L. Hamilton & Son, Galt.

If it's new we have it; if we have it it's new.—Fred. R. Foley, Parlor Shoe Store, Bowmanville, Ont.

The Store with the Stock.—H. Megginson, Sault Ste. Marie, Ont.

The Store that Fits the Feet.—W. O. Adams, Belleville, Ont.

Reliable Footwear.—Rowland Hill, London, Ont.

The best shoes for your money.—Fred. Jackson, Clinton, Ont.

The Store with the Electric Shoe Front.—R. W. G. Bloor, Ingersoll.

The place to buy.—G. R. Christie Co., Aylmer, Ont.

The Bootery.—A. E. Matheson, Victoria, B.C.

The Home of Good Shoes.—H. R. Scott, Seaforth, Ont.

Berlin's Best Shoe Store.—J. Hessenauer & Son, Berlin, Ont.

The Quality Store with a Low Price.—Charles E. Raven, St. Thomas, Ont.

Style, Fit and Service.—Yale Shoe Store, Regina.

Let us talk the matter over with you.—M. J. Choquette, Sherbrooke, Que.

The Store that Sets the Pace.—J. Rosenbloom & Co., Sherbrooke, Que.

Foot Comfort Means Mind Comfort.—Jas. Mawson & Co., Roland, Man.

The Shoe Store of Quality.—Kelly's, Brockville, Ont.

Fashion's Favorite Footwear Shop.—Ryan-Devlin Shoe Co., Winnipeg.

The Home of Good Shoes.—Scotia Shoe Store, New Glasgow, N.S.

Let us show you.—Peel, the Shoeman, Owen Sound, Ont.

The Owl Shoe Store.—Ed. Cook, Toronto.

Fit-U-Shoe Co.—1219 Bloor St. W., Toronto.

See our window displays—John T. Lawson, Regina, Sask.

The Store of Quality.—Lowry-Glanville Co., Limited, Leduc, Alta.

The Walk-Over Boot Shop.—Glass Bros., Calgary.

Wear a pair and be happy.—Alley & Co., 135 Queen street, Charlottetown, P.E.I.

The Big Shoe House.—Johnston & Murray, St. Thomas and London.

Cash Shoe Store.—Farmer Bros., Arnprior, Ont.

The Shoe Specialists.—J. C. Hefkey & Son, Drayton, Ont.

Shoes and hose for all the family.—Jackson's, Georgetown, Ont.

The House of Better Shoes.—Felix Forbert Shoe Store, Lindsay, Ont.

Brantford's "Better" Shoe Store.—Cole's Shoe Co., Brantford, Ont.

The Big Bargain Shoe House.—Knechtel & Co., Stratford, Ont.

The Right House for Footwear.—Topp's, Collingwood, Ont.

The House of Good Shoes.—Graham's Shoe Home, Burlington, Ont.

The Store that Satisfies.—J. White, Watford, Ont.

Vancouver's Smartest Boot Shop.—The Ingledew Shoe Co., Vancouver.

Leaders in Foot Fashion.—R. Andrew & Co., Nelson, B.C.

The House of Satisfaction.—James S. Fraser, Pembroke, Ont.

See our values before buying elsewhere.—Popular Shoe Store, New Westminster, B.C.

Mammoth Bargain Shoe House.—Henry D. Rae, Vancouver, B.C.

It's on Yates Street.—Watson's Shoe Store, Victoria.

Foot Fitters.—McRobbie, St. John, N.B.

The Service Store.—McManus & Co., Fredericton.

The Home of Good Shoes.—F. Smallwood, St. John's, Newfoundland.

Johnston Leads Them All.—Johnston's Big Shoe House, Limited, Vancouver.

New Fashioned Footwear at Old Fashioned Prices.—Amherst Boot & Shoe Co., Amherst, N.S.

Seal of Quality.—Harley Henry, Saskatoon.

Varsity Boot Shop—Marshall Shoe Co., Moose Jaw, Sask.

MORE TURNOVERS AND FEWER LEFTOVERS

The more often you turn your stock the more profit you make. The less end-of-the-season close outs you have the greater your average profit. Now, profits depend fully as much on frequent turnovers with no leftovers as they do on marking your goods when they come in at a figure which represents a reasonable percentage above the cost.

To-day more merchants than ever before are marking goods at more liberal margins. This must be done whenever possible, due care being taken not to overprice any line. It is essential to the future welfare of the trade. Also it is very necessary that retailers carefully study the problem of turnovers and leftovers.

We are convinced by careful investigations that the average men's shoe department, like most other departments in any store, has altogether too many different lines. So many are carried that no real enthusiasm can be stirred up on any particular brand. When special co-operation of a manufacturer is needed, it is hard to get because the volume of business on any one line is not large enough. Your advertising is scattered and cannot be expected to bring the same returns that would come from a clean, intensive campaign concentrated on one or two brands.

The kindest advice that a retailer's friend can give him to-day is—"Select a few reliable makers of shoes—the best that you can find in the respective grades—and buy only from them. Keep your purchases among the fewest possible firms. Do the same thing with your women's and children's lines."

Which would you rather do, handle a line that will net you 10 per cent. profit with two turnovers a year and a shrinkage of 5 per cent. for end-of-the-season closeouts (annual profit 15 per cent.) or sell a brand which with the same net profit of 10 per cent., make possible four turnovers a year with a loss of only 2 per cent. from closeouts (annual profit 38 per cent.)? The store that gets more turnovers with fewer leftovers is the store that's on the road to success.

How the Show Window is Reliable Business Bringer

The Prevailing Spirit of Well Appointed Window Should be Expressed in Elegant Simplicity—Objects Displayed Must Stand Out Dignified and Attractively—The Most Powerful Agent in the Production of Business

You men who dress the windows are the fellows who are supposed to keep the smoke coming out of the merchant's chimney.



J. A. MCNABB, PETERBORO, ONT.

The volume of smoke emitted from the merchant's chimney during the past few weeks hasn't been large enough to darken the landscape to any great extent. Now that the holiday time is really over and the business revival season has begun—and when you return to your work crammed full of bright new ideas gathered at this convention—beware, because the merchant is liable to ask you to produce more smoke. And it's up to you fellows to kindle the fire.

You are in the window display business to make money—so is the merchant in business to make money. Don't forget, a good number of you fellows travel through the store sometimes as slow as though you were on a freight train, and a good many hanging on to the caboose at that. But when you return, bear in mind you will be traveling on an express train and there will be no stops for lovemaking.

Window trimming is not a pastime, as many suppose. It is not the simple arrangement of goods and blending of colors by artistic hands without the guidance of intelligence; it is serious and plodding labor, with its share of obstacles and discouragements.

Work and Plan Unceasingly

One must work and plan unceasingly for the possibilities within the scope of this interesting art will be attained only by vigorous, untiring and conscientious effort. The pervading spirit of a well appointed window should be expressed in elegant simplicity. Any brilliant display of the artistic detracts from rather than enhances the worth and beauty of the merchandise and thereby destroys the purpose.

Ruskin says—"It is far more difficult to be simple than to be complicated; far more difficult to sacrifice skill and cease exertion in the proper place, than to expend both indiscriminately." We shall find in the course of our investigation that beauty and difficulty go together.

No experienced window trimmer will lose sight of the fact that the objects to be displayed must stand out dignified and attractively, and that the trimmings are merely the accessories to make them more alluring.

That a neat and well appointed window is the greatest advertisement that a merchant can secure, no one in this day of merchandising will dispute.

Window dressing is not so much of artistic ability or technical skill as it is of getting down to brass tacks and displaying the merchandise in a way that will arrest the attention of the passer-by.

As inevitably as fate itself a good window display will show it. Some of the highest-priced space in the world is in show windows, but they more than pay their cost in the increased number of sales made. Good window displays are not only good business builders—the lack of them turns

away our trade for the benefit of our wiser competitor.

Remember, the store front makes the first impression, what will you have, "good" or "bad"? Store fronts, like men, are judged largely by their appearance—make yours the best appearing. A poor, neglected store front will do as much good as no front at all.

Buying centres are formed by attractive store windows. Take any city of moderate size and group in the same block three or four stores noted for their individual and interesting window displays, and you will find that there is a buying centre. The public wants to be shown, and they will go any place where there is enough for them to see.

Provide Interesting Window Displays

If in the neighborhood of your store there are not several other interesting windows, it is all the more necessary for you to provide one yourself. You will notice that gradually the quality of your neighbor's windows improves and thereby influences just so much more trade to come to your particular centre.

To produce a successful window there must be an idea embodied therein, a point easy to grasp, an argument that will send the observer away thinking about the goods displayed, carrying in his mind some point in favor of the article being advertised. I venture the aim of every progressive advertiser is to so interest and train the public that it will automatically buy his goods; in other words, so educate the buying public until buying his wares becomes a fixed habit. This, gentlemen, is the scientific law of window advertising. Display is the salesmen—it is showing the goods that sells them. The merchant to-day is advertising mad. He nibbles at every scheme. He is what is called easy money, and throws away many a dollar that never comes back. To the young man starting in business with a small amount for advertising, after his store and stock are ready, the window is to be his first consideration, for it speaks by day and works overtime by night, and is never silent.

The display window has become a partner in the business—a silent partner, to be sure, but one whose silence is particularly golden. The power of the display window is measured by the cash in the register at the end of the business day. The real value of good window display is measured by those two standard business units. First—new customers made; second—increased sales to old customers. Now if anything more can be asked from a bit of space confined within the limits of a pane of plate glass, two walls and a background—name it.

No matter what kind of merchandise you are displaying always display a card describing the goods and make this description as short and as snappy as possible, using plain lettering so the passer-by can see and read without stopping. Have the cards in your windows of uniform size, avoid brilliant colors, it shows poor taste and crude judgment and is a detriment to the merchandise displayed; your show window cards should never carry an appearance of a circus poster.

Avoid Junk-Like Appearance

Don't overcrowd your displays. If you are catering to a high-class trade be careful that the window has a refined appearance, and on the other hand if you wish to appeal to the cheaper trade trim your windows accordingly—making the display a little stocky, but not crowded. No matter how good the merchandise, a crowded window has the appearance of a junk pile.

At clearing sales time a trimmer is requested to make his displays sale-like—but with a little care and discretion

junk-pile appearance can be avoided. Boys, let me give you a little real good advice that I happened to see some years ago. Don't grumble and kick at sale time if the boss refuses to allow you to trim the windows the way you want to. They're his windows and he is paying you a salary—paying you a salary for your services to do what he wants and not what you want. If you don't like to put in the kind of windows the boss wants—get another job—but be sure you get another job before you let the old one go—jobs sometimes are hard to find.

When you are requested to put in a sale window—take your orders as a matter of course and perform your duties with care—carelessness in handling merchandise proves a worthless investment for a merchant and reflects shameful credit on a fellow who likes to be called the "Display Manager."

Of course, I need not mention the importance of having cleanliness prevail around the store front as well as inside the store. Be careful where you leave your dusters and your brooms. Many the time I have passed a store front, with a very creditable display window, only to find the effect spoiled by a careless I-don't-care man leaving the broom peacefully resting in the corner. If you're selling brooms put a ticket on the one you leave behind.

Window a Powerful Business Agent

Merchants of a few years ago regarded their show windows principally as a source of illumination for the interior and little or no attention was paid to their value as a selling factor. But to-day—what a remarkable change—the show window is universally recognized as one of the most powerful agents for the production of business and the scientific use of the display window now is not only receiving the closest of attention by merchants, but by manufacturers, who realize it is one of the greatest of all "sale promoters."

Thanks to the men of this association who have been responsible for elevating the show window to its present eminent position. In no branch of advertising or general merchandising have there been greater revolutions than in window dressing.

How many times people—particularly women—go down the main street with no definite idea of buying any particular article—their attention is attracted to something neatly displayed in the show window and a sale is made.

Keep Regular Schedule for Windows

A regular schedule for your window is necessary. The busy mind of the passer-by will not long find interest in what you keep before it, day after day, without change, because that mind is too intent on looking for new things each day. How would you like to receive every day for three weeks exactly the same kind of a letter from a man who was trying to interest you in some proposition.

At the end of the three weeks you wouldn't pay much attention to that letter. Each window man must work out for himself the best schedule for changing of displays, and, once worked out, the schedule must be held to rigidly. I would suggest that all window displays be changed at least twice a week—of course, special displays may be permitted to remain a little longer.

A merchant who has not a window that will admit of suitable display should change his location or change his window. Once get a woman to stop and view your displays half the battle is won. There are no more industrious or successful salesmen than your show windows—when properly handled there is no need to punch them up to keep them busy—they work early and late, work while you sleep and are on the job long before you are down town in the morning.

The advertising man and the window trimmer must work hand in hand or else the merchant will be a loser. Always realize that the show window is the strongest adver-

tising medium, and impress this fact upon the advertising manager. But don't let your argument come to blows.

Arrange with the advertising manager to advertise your window displays. The firm's advertisements will be doing their full duty if they get people to look at the window displays, and if the window man is capable of making good attractive selling displays the merchant is sure of receiving paying results.

The people want to see what they are buying. The advertisement in the newspaper tells what we have to sell, and brings people to the store. The window displays the goods advertised. One seeks confidence of the buyer—the other compels it.

Partiality should not be shown by the merchant to either the ad man or the display man. I have seen many instances where the ad man had a nice private, comfortably furnished office, while the poor, unfortunate display man was confined to some dismal, god forsaken place in the basement. That's not fair play. The window man of to-day must have a workshop, where he can plan his displays, and if he is given a fair opportunity he will bring double the cash results that the advertising manager can bring to the store.

Now, gentlemen, I don't want to convey the impression that in my belief the advertising manager is of little or no importance—far be it from such—but, rather, I do want to bring out the fact that I consider the show windows constitute the strongest link in the advertising chain and that the window trimmer is one of the most important employees, and the iron girder in the modern retail establishment. I think the time is not far distant when the ads will be looked upon as an index to the window displays of the advertiser.

Get Out of the Beaten Path

Originality is soon recognized, appreciated and talked about. The window designer who gets away from the beaten path and strikes out into the wilderness of thought, blazing his own trails by creating new and original methods of display, will surely arrive at the station of success, while the merchant who is fortunate enough to have such a man is quickly transforming into the most successful merchant in his city—as well as the most popular one, which means dollars in his business.

The door of the temple of success is never left open—every one who enters makes his own door, which closes behind him to all others. The ship never comes in to the loafer on the deck. Keep the "face of your store bright and newsy"—put some expression into it and enable people to read in it a tale you are not ashamed to tell.

In the choice of window display material the speaker believes that while the fantastic and brilliant effect may have its place in attracting attention for "pure" advertising value—simplicity of design is more effective. Moreover, he feels that simple and harmonious color schemes should be adhered to in preference to attempting rainbow effects in all sorts of colors.

Accept Suggestions Along With Criticisms

The window trimmer who is trying to lift the standard of his vocation higher with each exercise of his skill, must be willing to accept suggestions along with criticisms; from both he will profit substantially. He must be friendly with the buyers, gain their ideas and learn about the merchandise they handle.

Show windows are reliable business bringers. They are economical business bringers. Their merits will be appreciated by every person passing your store front.

Window dressing holds a great future for us and for the merchant as well, and while we are in the business let us try and elevate it to where it belongs. In the future, gentlemen, let every display you install be a "sales promoter."—J. A. McNabb, of Peterboro, Ont., before the recent convention of window display men in New York City.

Using Autumn Foliage in Effective Display of Shoes

In Placing Footgear in the Window Get as far as Possible From the Stiff, Soldier-like Appearance—Trimmer Should be Able to Work Up a Pleasing Color Combination—How to Preserve Harmony, Balance and Distinctiveness—Background that May Be Easily Installed

Are you making use of effective window trims to sell the snappy new fall lines of shoes? With the advent of October all shoe dealers naturally look for more improved business, after the midsummer sale periods and the usually quiet months during the warm weather.

There is no season of the year when the window decorator can obtain abundant material at such low cost as during the autumn—not artificial but natural accessories. Many churches hold harvest home festivals and did you ever notice how attractive and impressive are the interior decorations of the sacred edifices for these fetes. Where do they obtain them? From the field, the garden, the orchard and the woods. The shoe retailer can adopt the same methods and install several artistic and timely window displays by the same means. The trimmer can get a number of original thoughts by a close study of nature.

Let him take a walk in the country and through the bush at this delightful period, and he should come back impressed with some bright ideas. He can secure natural foliage or fruit to help him out in his work. We hear a great deal nowadays regarding getting back to nature and the opportunity of doing something in this direction rests with every window artist. Nothing is lovelier than nature in her autumnal tinted dress and variegated display and some delightful color arrangements may be carried out.

The fall tints of rich reds, browns, greens and yellows in their many variations, fit in very harmoniously with the average shoe display, and by a close, careful study, the blending of colors and the showing of merchandise in contrasting colors, will be of material advantage to the man with limited experience.

In the suggestion shown herewith, which is taken from the Dry Goods Reporter, the trimmer will get some very valuable ideas as to how he can work in natural foliage,

and in the execution of this background very little time will be necessary.

How to Secure Certain Effects

The curtain effect can be gotten by using velvet, velour or plush, and if the appropriation for taking care of the windows is limited, canton flannel or cotton rep can be substituted. From a distance, either of the latter will give a pleasing appearance and materially cut down the expense.

The large bowl or vase can be borrowed from a local furniture store, and if proper caution is used in the choosing of foliage to fill this vase, it should last at least a week and this is quite sufficient to allow the opening trim to remain.

The fern at the back of the background can be constructed very readily by making a wooden frame and covering it with a good weight of tinted cardboard, that would harmonize or contrast with the curtain draping, and still be in color harmony with the foliage of the balance of the display.

The fern resting on top of these cardboard boxes can be natural ferns in brass fern bowls and these likewise may be rented at the local floral shop. As a color scheme it might be suggested a medium tone of golden brown curtain background with border and fern boxes of a light buff shade. This, in connection with the red, brown and golden tints in natural foliage and the green of the ferns will make a very pleasing color combination scheme.

To go a step further, the trimmer might repaint the pedestals, as shown in the drawing and this would be advisable in either ivory white or a golden brown finish.

The decorator with an artistic turn of mind will experience little difficulty in working up a pleasing color combination fall setting from the above suggestion and it might



SIMPLE AND ATTRACTIVE USE OF AUTUMN FOLIAGE IN DISPLAYING SHOES

be timely to state that while it is well to get enough shoes in the displays, still, it is not advisable to crowd it. About three-quarters of the usual number of pairs shown in an average trim is advisable, and be certain that the show card is of pleasing design and in harmony with the balance of the display.

As a further suggestion, if the floor of the window is not quite the appearance you want, it might be well to carry the color scheme out further by covering it with some white or light color material. This adds to the setting and when shoes are placed upon white materials, it brings them out more forcibly.

Another thing to remember in placing shoes in the window is to get as far as possible from the stiff, soldier-like appearance. To place shoes in the window in natural position is indeed an art and can be quickly mastered by any clever man who will do a little experimental work in lining up his shoes and making an analytical study of the various positions in which they are placed.

In making interior and window decorations, bear in mind that too much background will detract from the merchandise and that it is footwear and not background you are selling. At the same time, work out as pleasing an effect as possible and the opening will be a great success.

Right Relationship Between "the Boss" and Salesforce

Why Some Clerks Never Develop and are Justified in Leaving—The Reason Certain Employers Complain of Inferior Help—Spirit of Mutual Helpfulness Should Prevail—Give Each Man Some Special Duty or Responsibility and You Can Then Get a Good Line on His Ability, Capacity and Worth

How often should a shoe clerk change his position? How long should he remain with one store and what should be the cause of making a shift?

This is a question often asked by many young men in the trade. The answer depends very much upon the young man and the character of the establishment with which he is connected. There are many clerks to-day too good for the places of business in which they are employed, and on the other hand there are shoe establishments which have inefficient and lakadaisical clerks. They are tolerated because of the good nature or leniency of the boss. It is well, in the first place, for the employer to remember that no clerk is a machine. He must be treated with more consideration than a packing case or a carton and the best stores, those whose help remains for years and have a staff that has practically grown with the institution, believe in giving the members a chance. Such houses are progressive in their ideals and liberal in their recognition. They do not expect impossibilities and, when a vacancy occurs they believe in the principle of promotion. There is some incentive then for the clerk to take a deep interest in his work and to qualify for a higher position so that when the door of opportunity opens he is ready to enter.

When to Quit a Place

All things considered, when a vacancy takes place in the men's, women's or children's department and some one in the service is not advanced, but an outsider is engaged, whose only recommendation may be a suave manner and a heavy stock of self assurance and bluff, then it is time for the man under to think of making a change, providing he is fully convinced in his own mind that he is competent for a higher post. Faithfulness, intelligence and hard work should count in the matter of an employer recognizing the worth and ability of those who have been in his employ for years.

The fault with too many shoe merchants is that they are too ready to take up with outsiders and very often these newcomers prove no better than the material right at home. Again, many a man has not amounted to a great deal in his sphere of activity because he has never been given a place of responsibility or authority. When he has been invested with some power and specific duties and has measured up to the mark, then the employer is warranted in giving him promotion whenever opportunity occurs. The writer knows of a shoe clerk who has been willing, obliging and energetic for a period of seven years in one store and yet this salesman has never been consulted in the matter of buying, cost figuring, stock turn over, special sales, advertising or window displays. The boss attends to all these details himself and

seems afraid if he should seek a little advice or assistance from his clerk that the latter would by some means displace him. It is a good plan to make each employe in the house responsible for something. It may be only a few little things, but if he supervises these well, there is every reason to suppose that he will make good in the larger affairs. The late Sir William Van Horne, former president of the Canadian Pacific Railway, who died the other day, said that he could obtain any number of men who would fill big positions to which large salaries were attached, but it seemed impossible to get men willing or able to attend to the small details. Such an employe was invaluable.

Give Employe Chance to Develop

When a clerk looks after minor affairs thoroughly and faithfully he has surely proved his competency to take aboard heavier duties. A shoe shop that is eternally changing help—well, something is wrong regarding its system, management or business methods. Of course, there are many clerks who think all the week of their pay envelope alone and how they can put in time with as little expenditure of muscle and brain activity as possible, but to-day, when positions of a paying kind are hard to obtain, most of these worthless aimless and shirking individuals have been weeded out. There are never many capable and conscientious salesmen in the footwear line out of work.

Discussing the principle of service, a leading western retailer remarked the other day that he liked to get hold of a man who had risen step by step as he was sure that such a person would fill the bill. He said that when he had a vacancy he always advertised for a man in a paper a long way from home, as he did not believe in taking away the employes of another local merchant. There was nothing to be gained by such a competitive method as the employer from whom the clerk might be stolen, could at some time get satisfaction or revenge by offering a clerk in his (the speaker's) employ a few dollars more. This tended to create jealousy and distrust among the members of the trade, where a spirit of harmony and co-operation should prevail.

A Few Words Spoken in Season

"I had a clerk come to me a few years ago," he remarked. "he was from another city a long way off and started in to live high, have a good time and spend his money freely. In fact, his wages were garnisheed once or twice. I took him back into my private office one day and gave him some earnest admonition on saving his cash and laying by a certain proportion of his salary every week. I did this in a kindly, helpful spirit. He warmly thanked me for my personal interest in him and profited by my counsel. Well, one

day he came to me a couple of years after and remarked, 'Mr. K. I have bought a house and made a substantial payment upon it. I cannot save money unless I have some spur—some stimulus. I have to meet the payments in regular installments and this is an obligation I cheerfully assume, I told him he was proceeding along right lines.

"The other week he approached me again and apprised me of the fact that he was thinking of getting married and moving into his own home. He wanted to know if I could consider the matter of giving him a raise. I informed him I was glad of the step he was taking and that, all things being considered, I would prefer having a married man in my service and he could count upon his job as a permanent one if he would devote himself to his work as diligently and faithfully as he had in the past. I told him openly what I could do for him and he went away well pleased.

"That young man is now married, has his own home nearly paid for and, when I go away on a buying trip, I leave him in charge, knowing that matters will run along all right under his direction. Now, I do not arrogate to myself any credit, but I think by taking that young man in hand in a friendly way at an impressionable time and showing him that I was interested in his welfare, it proved to be a turning spot in his career."

Team Play and Conferences

"Another matter to which I would like to draw attention is that it is advisable for a staff of a store to hold conferences now and then for an interchange of views and keeping up team work. It makes all feel that you have a personal concern in them and that a salesman is something more than a machine. I am willing to overlook many faults and frailties in an employe if he has two qualities—a cheerful disposition and is ready and obliging. I am presupposing, of course, that he is honest and industrious.

"I do not want a man on my staff who is a grouch, who has a bad temper and is eternally kicking and complaining that he is getting a dirty deal, that some one is trying to knife him or that certain favorites are being played for all the good things. Such a malcontent and churl will leaven the whole body of one's employes with indifference, suspicion and disloyalty.

"I had such a chap in my service and just after the war broke out, when business was all shot to pieces, he came up one day and told me that he must have more money, that he could get it elsewhere and, if I did not give him so much that he would be compelled to leave me. I told him frankly that I was not advancing any salaries just then and that the business would not stand it. I even went so far as to give him an indication of what we were taking in each week, which was considerably less in volume than a year ago. He poo-pooed the idea, not in so many words but by his manner. I later informed him that, after due consideration, I could not see my way clear to grant his request as if I gave him a raise, I would have to do the same by the others, who were equally as competent, and I could not make any distinctions.

"I went further, saying that he should be thankful that his salary was not reduced and that I considered I was doing pretty well when I had not cut wages or decreased the staff the same as other footwear establishments in the city had done. Our business had fallen off twenty per cent. but I kept all the boys on, trusting that things would pick up. The salesman was not satisfied and he finally got in a flunk and left.

"He had the idea that I could not get along without him, as he was our window dresser and imagined himself indispensable to the establishment. Now, when any man gets it into his noodle that he is a necessary adjunct to a store and that if he left, the place will go to ruin or slow decay, he is greatly in error and his usefulness has passed. Well, Mr. J— left and walked the streets for eight weeks,

vainly seeking a position. He made several efforts to get a connection but the only work that he could obtain was in a neighboring store helping out on Saturdays. He came to me one afternoon crestfallen and frankly confessed he was sorry that he had acted as he did in attempting to force my hand and take me by the throttle. He asked the privilege of coming back at his old salary and told me that he had not used me right and promised all sorts of things if I would give him another chance.

Experience Taught Him a Lesson

"I am human after all and as he had a wife and family I strained a point and took him back, although we were getting along very well without him. Now, that man is completely changed. He is contented and appreciative and is not seeking to stir up strife and unrest among the other members of the staff, as I found out that he had been previously. He goes about his duties quietly, whereas a few months ago, whenever I was out of the shop, he was prompting the boys to tackle me for higher pay, telling them that they were a lot of duffers working for what they were getting, that they should strike for more and could land it too. He was going to show them what he could do in that line, but, after his manoeuvring did not work out as he had calculated, he has adopted a right about movement and is now one of the best and most loyal chaps that you could desire.

"Yes, I will give a raise eventually, as I do not like changing help, but the time is not ripe now for boosting salaries. The boss who keeps all his bills squared up, who manages to make things go these days, has troubles of his own, especially as the trade in our men's line has fallen off fifteen per cent. owing to so many of the youth of the city leaving for the front. The help problem is often a vexatious one, but the man who sticks by me, shows that he has a sincere interest and labors with a desire to keep the business flag flying and the cash register receipts up to as high a mark as possible, is the kind of a salesman I want and I will do the right thing by him."

A RECORD TRIP MADE BY CANOE

The longest trip ever taken in Canada by canoe is that made by C. W. Rooney (who until recently was a shoe traveler for the Robert Taylor Co., Halifax) and his brother, G. T. Rooney, who is seen in the bow of the craft. The view is taken off Cape Sante, Que. The two travelers had very



good luck since starting out on their 3,000 mile voyage from Halifax to Fort William, but opposite the Gaspé coast they met with an upset and lost their tent, cameras, etc., in fact, everything except their paddles and cushions. The brothers carry very little luggage and are making the route from Halifax to Fort William by easy stages. They recently spent a few days in Toronto.

A Personal Word

THREE years ago Mr. James Acton, President of Acton Publishing Company, Limited, was compelled through ill health to withdraw for the time being from the active management of the company's business. Though able meanwhile to give more or less personal insight to its general affairs, he sought physical and mental recuperation,

"Where Ceres' gifts in waving prospect stand,
And nodding tempt the joyful reaper's hand."

Mr. Acton's many friends and business associates will be glad to know that the results of this period of "back to the land" in which he has put his "hand to the plough" in the most literal sense, have been even better than he anticipated in his most sanguine moments, and that he now returns to the "saddle" with even more of the courage, force and skill that marked his personal touch with the interests, the publications, and business formerly.

Mr. J. J. Gallagher, who was transferred from Montreal three years ago to relieve Mr. Acton as Managing Director, returns to his former field taking charge of the entire eastern business of the company for Canada and the United States. Notwithstanding the fact that Mr. Gallagher has made many warm friends in the west as well as the east, his return to his old home and to the business connections to which he devoted so large a part of his previous business life, will no doubt be grateful to those he served so well there as well as to himself. With the added experience and prestige, his position for so long a period as executive head of the business has given him, our eastern friends may expect to reap considerable benefit. Mr. Gallagher will retain his position as director, and as vice-president will ably represent the eastern interests of the business upon the Executive Board.



MR. JAMES ACTON
PRESIDENT
ACTON PUBLISHING COMPANY, LIMITED



MR. J. J. GALLAGHER
VICE-PRESIDENT
ACTON PUBLISHING COMPANY, LIMITED

Britons Awake!



THE DEAD
HAVE BEEN
AWAKENED—
SHALL I SLEEP?

THE WORLD'S AT WAR
WITH TYRANTS—SHALL I
CROUCH?

THE HARVEST'S RIPE—AND
SHALL I PAUSE TO REAP?

I SLUMBER NOT—THE
THORN IS IN MY COUCH:

EACH DAY A TRUMPET
SOUNDETH IN MINE EAR

ITS ECHO IN MY HEART

SENDS HIS REGRETS TO THE TRADE

When Trickett's opened up business in Canada, nearly twenty years ago, they sent out a man to interview the wholesale shoe trade, who on his first trip, earned the significant sobriquet "the Yankee Englishman." Full of force, alert, aggressive, with his "ear to the ground" as we say here, Mr. Oliver Eatough made the name of Trickett the synonym for all that is new, bright and daring in slipper manufacture.



O. EATOUGH

Lafayette. Photo

Mr. Trickett came over himself later and while he was always persona grata to the trade in Canada, no one ever quite took the place of Mr. Eatough, who seemed to get close to the Canadian jobbers in a personal as well as a business sense. Since the death of the head of the house, Sir Henry Trickett, Mr. Eatough as managing director, has been held down rather more closely to his place in the head office as managing director. He has been in this country once or twice since, but the war has been recently a greater deterrent than business itself in keeping him away from Canada. He sends his regrets in a letter to be found in another page and expresses his hopes for a renewal of the warm personal relations on the expiration of the war. Meanwhile, Mr. J. S. Ashworth is efficiently representing the concern and looking after Canadian interests, as Mr. Eatough says, very insistently.

STRIKING AUTUMN WINDOW DISPLAY

F. W. Love, shoe dealer, of Aylmer, Ont., takes great pride in dressing his windows and a recent effort in this direction is worthy of special mention. The background of the windows is red plush, the bottom and glass shelves are decorated with gold plush, and at the top of the windows, near the front, is gold lattice work, with background of red. At the end of each of the windows are large mirrors, in front of which stand two very graceful bracket vases, 3 feet high by 14 inches in diameter, woven in Japanese fibre and finished in gold. These vases were filled with large oak leaves in variegated colors and in various tints of the same color, such as red, brown, etc.; also clusters of grapes being perfect imitations of natural grapes with a soft velvety surface and beautiful colorings. Handsome fixtures are placed at the back of the windows, in front of the red plush curtains. The fixtures are finished in gold

and metallic flitters. They are decorated with grape wreaths, oak leaves and colored lights. Maple leaves are used in top of all of the shoes on the corner pieces of the window and on the bottoms. Wood fibre roping in a beautiful golden shade is used on the basket vases and festooned about the windows. It is the newest fall decorative material and its shade is in keeping with the whole color scheme of the windows. The handsome footwear is all displayed on glass stands. The store front outside is bordered with incandescent lights of red and green.

HAVE FORMED SAFETY ASSOCIATION

The Leather Manufacturers' Safety Association has been incorporated with head offices in Toronto to promote and carry on the work of the prevention of accidents in the industries comprised within the insurance group under the Ontario Workmen's Compensation Act, including the manufacture of leather goods and like industries and generally to represent employers and employes engaged in such industries. Among the incorporators are Alex. Brandon, Brantford; A. R. Kaufman, of Berlin, Charles S. Eddis, Arthur E. King, John A. Walker and Frederick L. Langmuir, all of Toronto.

A VETERAN IN THE SELLING GAME

"It is much harder to sell goods to-day than it was 30 years ago. Competition is keener, but I manage to get my share of the business just the same." So spoke Peter Gauthier, of Ottawa, who is a veteran shoe traveler, having been identified with the trade ever since 1877. He was born in Montreal and educated in that city. He represented Z. Lapiere for 14 years, James Robinson for over nine years, the Thompson Shoe Co a couple of years, and has been connected with Messrs. Jackson & Savage and the Miner Rubber Co. ever since these firms started business. Mr. Gauthier has canvassed the city of Ottawa since beginning



P. GAUTHIER, OTTAWA, ONT.

on the road 38 years ago, and has been stationed in Ottawa about 14 years. He has added to his ground Kingston and Pembroke East. He carries a full range of Jackson & Savage samples, and also those of the Miner Rubber Co., which he declares are equal to any on the market to-day. Mr. Gauthier has established a strong connection with the retailers in Eastern Ontario, among whom he has many warm friends.

Do You Know What It Costs to Conduct Business?

How Do You Figure Out Your Expense?—The Various Items That Have to be Taken into Consideration—There Should be No Guess Work—Some Timely Pointers and Practical Suggestions for the Progressive Retailer

By A. E. EDGAR

There is always more or less controversy over the method of computing the cost of doing business. In our old school books we were taught to compute profits and expenses on the cost of an article. To-day we compute these, taking the selling price as a basis. But it does not matter how they are computed, provided they are accurately figured and all expenses included. It is because so many merchants fail to include every expense in their calculations that they fail to succeed, hence the following words of advice.

The selling price of every article must include the actual cost of the article, plus the expense of handling, plus the profit, or there is no profit. If the article is sold for less than its actual cost, plus the cost of handling, there is a loss. That is a self evident fact.

Netting a Given Per Cent.

If a merchant knows the exact cost of doing business he can easily figure all his goods to net him a given per cent. It is not a prudent method to assume that the expense of doing business this year will be the same as last, but we do that for the purpose of estimating the cost of doing business. We can hardly find a better method or it would be adopted.

In the following table will be found tabulated the more usual expenses of storekeeping. The merchant should see that every item mentioned is included in his expense account before he figures the cost of doing business under his management. In individual cases there may be other expenses to add to those tabulated.

1. Advertising, including newspapers, circulars, booklets, programs, calendars, other printed advertising; prizes and donations given away, and tickets bought for advertising effect; postage on advertising matter, incoming express and freight on advertising matter; losses on goods sold at or below cost for advertising purposes; billboards and other outdoor advertising; signs, including electric signs; cost of electric lights for signs and windows; (rent of window space and salary of window trimmer should be charged against advertising if the merchant pro-rates his costs); depreciation on window fixtures; materials for window displays; interior decorations, when for advertising purposes, such as for civic holidays, old boys' reunions, trade-at-home-week, etc.

2. Losses from bad debts and cost of collections, court fees, etc.

3. Delivery expenses. Into this account should be charged every item that goes to make up delivery costs. Into this account should be charged all costs of repairs, cost of gasoline, oils, etc.; cost of feed, horse shoeing, veterinary

services, etc.; rent of barns, salaries of delivery help, etc.

Note—In many of the larger stores every item of expense must be placed into some particular account so that it can be pro-rated against the proper departments. To find out the proper cost of delivery it is necessary to charge delivery expenses with the salaries of the delivery help, but there being a salary account it is usual to make up reports into which the pro-rated costs of salaries are entered instead of having more than one salary account.

How Charges Are Computed

It is customary in some stores to charge up the cost of all equipment used in deliveries to delivery account. At each inventory, the equipment having been valued, it is deducted from the delivery account to secure the exact cost of delivery. The depreciation on motor trucks, horses and wagons should be not less than fifteen per cent., twenty being a safer figure.

4. Depreciation, including all losses through damaged goods, lost goods, stolen goods, shortages, etc. Depreciation is usually made at time of inventory by making a systematic valuation and charging up the amount depreciated.

5. Heating.

6. Incidental expenses and supplies, including all such items as telephone, local and long distance, telegraph, messenger, car fare, wrapping paper and twine, envelopes and boxes, bags, etc. (the extra cost of advertising printed on these to be charged to advertising account); out-going freight and express, discounts and rebates made to customers for cause, commercial club dues, post office box rent, towels, soap, toilet paper, etc., brooms, dusters, floor oils, sweeping compounds, trade journals and books on business, newspaper subscriptions, etc.

7. Incoming freight, cartage and express. This is properly a merchandise account and these items should be charged to the merchandise account at the time of inventory.

8. Insurance, including fire, plate glass, burglary, partnership, employers' liability, bonding employees, etc.

Get Interest on Your Investment

9. Interest on investment. There is considerable controversy over this item. Some merchants seem to think they should not charge interest on the money invested in the business because the profits are interest on investment. They will agree that all interest paid out for borrowed money should be charged against the business, but they are dubious of the charging interest on their own money. It is argued that it is taking money out of one pocket for the purpose of putting it into another. As far as actual results go, this is true, but that does not prove the method an unwise one. If interest is not chargeable against the money invested the owner of the money secures nothing for his investment unless the business pays a profit. If he charges it on his books he has to make up that amount before he can show a profit on his business. Money is worth so much on the market, why not get from the business what you can get from other sources? Besides, if a man thinks he is making money by netting five per cent. on his business, and charges nothing for the use of his money, he is surely not making money at all, for his money is worth at least six per cent. outside of his business.

The business should be considered by the merchant as separate from his personal affairs. If he has money to

KEEPS HIM WELL POSTED

Enclosed please find one year's subscription to the "Shoe and Leather Journal." I have read your paper with interest for the last eleven years and have obtained a good deal of assistance and pointers from it. It keeps me in touch with what is going on in the trade.

RODOLPHE GRATTON.

Ottawa, Ont.

loan the business let the business pay him the market rate for it.

Some Other Disbursements

10. Legal expenses of any nature whatever connected with the business, except as otherwise stated.

11. Lighting, except for windows and signs.

12. Office expenses, including blank books, stationery, pens, pencils, inks, paste, etc.; bookkeeping expenses, postage, sales checks, pads, depreciation on cash register, typewriters, adding machines and other devices and equipment, including repairs and supplies for same.

13. Rent. If the proprietor owns the building the market value of the store should be charged as rent. This rental value should not include any part of the building that is not used directly for the business.

14. Salaries, including that of the proprietor at a fair valuation.

15. Store fixtures and furniture, including only such items as go to make the store more attractive and that are purchased to facilitate selling and to safeguard merchandise, except otherwise allotted. This account should be charged with the cost of the items and at inventory time the value of the fixtures on hand deducted. The balance will be the cost for the year. Great care should be taken to make the depreciation sufficient to cover the loss of value during the year. Ten per cent. is not too much to discount such things.

16. Taxes, including city, state, county, school and local improvement taxes, income tax, license and special taxes, water rates, etc. Except when properly chargeable against the rent of the building, when owned by the proprietor, and against his personal account.

This table of expenses may be too complete for some, and not complete enough for other merchants. No matter what the size of the business every item mentioned above, if a part of its expenses, should be charged against the business, even if it shows the business is losing ground.

It is very well to know what some other merchant thinks his per cent. of the cost of doing business is, for comparison, but it is very unwise to accept it as a standard and figure your business upon the same basis.

The merchant should know what his expenses are, there should be no guess work at all. If he figures all expenses into his expense calculations, then he will know. If he is satisfied to allow the use of his money for nothing, to allow the rent of his store for nothing, to inventory merchandise and fixtures that he wouldn't buy at any price at their original cost, and on top of that, work for just what it costs him to live for the purpose of showing his business is not losing money, let him do so. He will never get very high up in the scale of merchandisers.

Be sure every item of expense is charged against the business and be fair with yourself and your business. If you can make a better living working for someone else, renting your store, and putting your money out at interest, you owe it to yourself and family to do so.

Where are you at? Figure it out for yourself. To find the per cent of sales it costs to do business, multiply the amount of the total expense by 100 and divide the result by the total amount of sales.

Example: Sales \$5,000; expense \$500.

Multiply 500 by 100 and get the result, 50,000. Divide this by 5,000 and we get 10, which is the per cent. of expenses as related to the sales. Use your own figures and see what the result will be.

FEATURING A NEW LINE IN CANADA

Bell's "Unlocked Process Shoe" is the name of a new line being featured by J. & T. Bell Limited, Montreal. The unlocked process shoe is entirely new in Canada, and the makers are confident of its securing a strong demand, due

to the many health and comfort features which it carries.

The chief aim of the "unlocked process" is to give the same, or better results, without the necessity of using arch supports. It is made under patented methods, both in lasts patterns and process of manufacture. The manufacturers claim it to be the only shoe that will give the foot perfect exercise, muscle development, good blood circulation, health and life, for the reason that the shoe is built in such a manner that it gives perfect body weight balance, and conforms to the foot without any "breaking in."

J. & T. Bell Limited are showing for the spring season several "unlocked process" lasts in both men's and women's lines. These lasts have been designed and constructed under the supervision of the patentees and have incorporated in them all the best features and true measurements of the perfect anatomical last. Salesmen of the company already are showing the new line and up to the present it has more than surpassed expectations by the manner in which it is being received.

SHOULD THE REPAIR SHOP ADVERTISE?

George E. Girling, who, for some time, was manager of the findings department of the Great West Saddlery Co., Edmonton, Alta., and later opened a shoe repair shop on Kirkness street in that city, doing a splendid business, has answered the call to arms. Both he and his son have enlisted with "A" Co., 51st Battalion, and will be leaving soon for the front. Mr. Girling still takes considerable interest in his old trade and, writing to the SHOE AND LEATHER JOURNAL, says:—"I recently read an interesting article in your paper on advertising for the repair shop and I would



GEO. E. GIRLING, EDMONTON

like to give you my opinion on the matter. Does advertising in the press pay the average repair man? I would say that everything depends on his location. If his shop is situated on or near a main street, in a busy business centre, and it is a modern shop, run with machinery, telephone, boy with wheel for collection and delivery of work, etc., I strongly advocate a small ad or about an inch space, if the location will warrant it. His site should be on or very near a trolley line, as people will not generally pass one place to go to another if they have to carry shoes; but they will carry them by street car if they can dispose of them directly on leaving the trolley."

The Shoe Repair Man

DON'T BE THIRTY-FIVE CENT MAN

Get busy, Mr. Thirty-five Cent Shoe Repairer. Why not get down to business right away instead of lowering the standard of efficiency by misrepresenting things' A 35-cent sole, at best, means only a poor sole that does not endure; poor material, poor workmanship, and poor profit, and it means dissatisfaction on the part of the customer. Will he come back to you, this customer? Not if he's the right sort. He'll go elsewhere and pay more. He won't give you another chance, and the other fellow will profit by your mistake. As a rule, the customer, the man you're after, knows by experience that you're an inferior repairer, and you know it yourself or you'd ask for your work what the good repairer asks. This customer will knock you whenever he gets a chance. So instead of causing an influx of trade and customers, your little 35-cent sign will be your own undoing. You are encouraging others to do cheap work, and in the long run you are the loser. Be honest—tell your prospective customer that the 35-cent sole doesn't pay—it won't last. Even if you lose his trade at first, you'll retain his respect, and when he has learned his lesson elsewhere, he'll come back to the man of principle. "A thing of beauty is a joy forever," and a job of quality is a satisfaction forever. Efficiency first—let this be your motto. Your competitor, if worth noticing, won't be slow to follow your example and the 35-cent repairer will soon be a thing of the past. Wouldn't you rather do good work and be paid for it? You can do it. Just make up your mind, and then go in and win.—The Shoe Repair Shop.

* * *

CONVINCING APPEAL TO SHOE WEARERS

Dignified, timely, instructive and interesting is the announcement sent out by an Illinois repairer who has progressive and practical ideas. Canadian repairers may well use some of the arguments and points presented in the following "business pulling" circular letter:—

Dear Sir or Madam:

Has the following ever occurred to you? Having taken a pair of your shoes to the shoe repair shop and had them repaired the same day you left them at the shop?

Yes, we do shoe repairing while you wait.

But we would much rather acquaint you with our high-class work. Work that you and we take special pride in seeing.

For instance, our "Men's and Ladies' " Hand Sewed Soles are done so fine that it is almost impossible to detect that they have been resoled. Then our full soles, or rather new bottoms, are surely a progressive way of repairing shoes for just a little more cost, compared with the "Hurry up way." The full soles eliminate the row of nails, that cannot help but weaken a shoe at that point. Whereas a full sole helps the shoe to hold its shape and gives to the foot that support that all feet surely need.

Shoe repairing as we do it invariably saves you 25 per cent. of your shoe bill. Especially on that pair you paid \$4.00 or more for, and when you remember that we make them look like new, it surely is a paying proposition.

We want you to investigate our work.

We want you to investigate our material.

We want you to investigate our business methods.

Our material is the best. Our shoemakers are real mechanics. Our long experience in this business enables us to give you "Shoe Repairing" in a class by itself.

We cheerfully call for and deliver.

Some of our Prices

Men's hand sewed half soles, best material....	\$1.25
Men's machine sewed half soles.....	.75 and 1.00
(According to grade of leather used.)	
Men's full soles and heels.....	1.50 and 1.75
Men's heels, for (straightening).....	.25 to .50
Ladies' hand sewed half soles, best material....	1.00
Ladies' machine sewed half soles.....	.50 and .60
(According to grade of leather used.)	
Ladies' full soles and heels.....	1.25
Ladies' heels (for straightening)20 to .25
Ladies' new heels.....	.50 to .75

Our boys' and girls' and children's prices are according to sizes. Phone us for our prices. We are willing to cater to your needs in shoe repairing.

We are experts at building new heels on shoes. Often heels on the shoes just bought don't suit. Bring them to us. We can build heels just as you want them, without throwing the shoes out of balance.

Remember the price of leather is constantly increasing. The man that offers you something for nothing nowadays don't intend to use first-class material. Economize by getting the best—cheapest in the end.

* * *

IMPROVEMENT IN REPAIR SHOP

The changes that have taken place in the repairing of shoes since the beginning of shoes, have been many and wonderful; keeping pace or outrivaling those of any other business. Considerably less than a decade ago only a small number had stitching machines. At the present time these equipments are found in many shops, and if they are absent the volume of work turned out must of necessity be limited. Then, besides, if the work is plentiful, with the high price of leather one can hardly expect to make a living out of the business without the aid of the proper machinery.

There has been a wonderful improvement in the repaired boot of to-day over the old method. In the matter of putting on soles, it made no difference how the shoes were originally made, if the repairer could not sew the sole by hand—and they seldom did—it was nailed on. And even in this crude way, they were deficient in the art. There is a right way and a poor way to do everything, even in nailing on soles, as experiments have proven. The proportion of nailed-on soles to-day is small, but if properly done, the shoe will retain its former comfort, and the repairer will have satisfied customers. The correct way to nail on half soles is to nail across the sole first. Then nail one inch up on either side alternately. By doing this the shoe is kept in its natural shape and it does not curl up at the toe as most nailed shoes did. Since the adoption of the stitching machine things are different. The soles are cemented on and stitched from the ball around.

WILL ADOPT THE CASH SYSTEM

A. Knechtel & Co., of Stratford, have sold their store at 26 Downie street, to Shore & Paff. The latter firm are well known to the public, having been in business, both separately and in partnership, for many years. The purchase of another store gives them the opportunity to expand. Mr.



A. KNECHTEL, STRATFORD, ONT.

Shore will manage the new shop and Mr. Paff will remain in charge of the old established stand at 47 Downie street. Mr. Knechtel will centre his attention on his store at 97 Ontario street, where he will remodel the premises and make them thoroughly up-to-date. He will also conduct a strictly cash business.

HISTORIC SHOE FIRM WINS ACTION

"Dr. A. Reed Cushion Sole Shoes," which are manufactured exclusively in Canada by J. & T. Bell, Limited, Montreal, are widely and worthily known in every province of the Dominion. They are and have been worn for many years by thousands of delighted patrons and the name of the shoe is practically a household word. It will prove of much interest to the trade in every city and town to learn that J. & T. Bell, Limited, have just won an important action regarding the use of the trade mark and patents on the "Dr. A. Reed Cushion Sole Shoe." It is a source of satisfaction to the historic and honored firm of J. & T. Bell, Limited, and to their many friends and customers in all parts that they have been maintained in important exclusive right, by the Superior Court. A despatch from Montreal, summarizing the case, reads: "An important judgment has just been handed down by Mr. Justice Charbonneau in the injunction proceedings instituted by J. & T. Bell, Limited, v. Rideau Shoe Company, Limited, Montreal, in which action the plaintiffs claimed the exclusive right to the use of the patents for the manufacture of boots and shoes known as the 'Dr. A. Reed Cushion Sole Shoes'; and in which action a perpetual injunction was demanded, and one hundred thousand dollars damages.

"The judgment as rendered, maintains the claims of J. & T. Bell, Limited, Montreal, in the exclusive right to the use of the patents aforesaid, and to the trade mark and

name of 'Dr. A. Reed Cushion Sole Shoes.'

"This judgment is the outcome of a litigation which was commenced in January, 1913. The Rideau Shoe Company, Limited, pleaded to the action that the plaintiffs had not the exclusive right to the trade mark and name herein referred to: that further they had acquired subsequent patents from Dr. A. Reed which nullified the plaintiffs' claims.

"These pretensions have now been set aside and plaintiffs' action maintained, and the defendants perpetually enjoined from making use of the patents referred to, or to the use of the trade mark and name or words 'Dr. A. Reed Cushion Sole Shoes,' leaving the plaintiffs as the sole persons in Canada entitled to the use of the patents, trade mark and name."

GREAT CHANCE FOR CANADIAN FIRMS

Writing to the SHOE AND LEATHER JOURNAL a leading Canadian leather manufacturer observes: "The attached clipping from the U. S. Shoe and Leather Reporter speaks for itself. Could not the Canadian manufacturers be stirred up to go after some of this business which we learn is practically going begging to-day.

"Owing to the European upheaval and the consequent scarcity of labor in the shoe factories of England, which is likely to be still more accentuated as time goes on, there is a splendid opening now for shoe manufacturers to get well established over here, not only in the home market, but also in the export trade, most of which, as you will be aware, is done through the London shipping houses.

"The class of goods mainly wanted is men's fine shoes in gun metal and vici, welts and McKay sewn, costing about \$2.00 to \$3.00 a pair, and ladies' shoes of similar grade, and slightly cheaper.

"If you can put us in touch with any reliable firms who would like to try for the business that is going, we shall be glad to hear from them. Our business is that of agents only, selling from samples direct to the buyer, on the usual commission terms."

The name and address of the inquiring firm in London will be supplied to anyone who may be interested.



GEORGE F. INGRAHAM WHO COVERS THE CITY OF WINNIPEG FOR THE CANADIAN CONSOLIDATED RUBBER CO. AND CHARLES S. TRICK, A WELL KNOWN MAIN STREET SHOE RETAILER IN THE PRAIRIE CAPITAL.

NEWSY HAPPENINGS FROM ST. JOHN

Business continues encouraging with local leather houses. St. John has not felt much depression because of the war, and outside commercial men generally have said that it was one of the brightest spots in Canada so far as trade was concerned, and the same applied to the Maritime Provinces as a whole. Collections have been quite steady, but the tendency has been to shut down on paper and to press closely after any doubtful accounts. New fall lines are now being offered for display and sales from all houses are reported satisfactory. Merchants are not expecting an extra good season but feel confident that it will at least be normal, and that they will have no cause for complaint.

* * *

Members of the shoe and leather trade in St. John are "doing their bit" toward the many patriotic endeavors undertaken there. At present the most pretentious event of this nature is a patriotic auction the object of which is to secure \$50,000 in a week for the patriotic fund. A large committee, including shoemen, is engaged in its preparation, and donations from boot, shoe and leather houses have been most generous. Canvassers have received a hearty reception and been rewarded for their visit with gifts of a valuable nature from stock, in one house receiving a cash register valued at \$350, in another boots and shoes worth \$130, and so on, all giving liberally of their goods, the same as merchants in other lines have been doing. The goods are then to be sold at auction, the proceeds to be given to the patriotic fund.

* * *

The usual dinner of the traveling staff of Waterbury & Rising, Limited, was held in the Manor House, Glen Falls, a short ride from St. John, recently, and proved as successful and enjoyable as have previous events of this nature. The staff were the guests of E. L. Rising, and numbering about twenty, they motored to the Manor House, where a pleasant time was had. They enjoyed a sumptuous meal, after which a programme of speeches gave pleasure, among the speakers being Mr. Rising, who dwelt upon the importance of a close personal intimacy between the "drummer" and the customer, citing many instances under his own observation of mutual advantage to both from such relationship.

J. Leary, Dominion secretary of the Credit Men's Association, present as a guest, gave an interesting talk on that organization and its aims and success. Harold W. Rising, Arthur F. Stillwell and Percy W. Wilbur were among the other speakers.

* * *

The wedding of Percy M. Levine, shoe dealer, of St. John, to Miss Blanche Bassen, was solemnized recently by Rev. B. L. Amdur, assisted by Rev. P. Krystal. Following a wedding luncheon after the ceremony, the bride and groom left for a honeymoon trip to Boston and New York. They will reside in King street east, St. John, when they return. Best wishes from many friends will be extended.

SMART SHOWING IN CLASSIC FOOTWEAR

The spring samples of Getty & Scott, Limited, reveal an exclusiveness, dressiness and artistic appeal that has never been equalled in the history of the widely known producers of the "Classic" shoe. The Gypsy in low cuts is being featured in pumps and colonials. In patent, dull kid and bronze, there is seen the Gypsy, with Louis and half Louis heels, and heart-shape throat. Others have diamond tips—the material of the tip extending over the vamp and around the throat, or forming part of the lace stay, giving the shoe a golf effect. The heart throat and inlay collar of kid, gun metal and patent are decidedly fetching. A new creation is the Allies slipper, with heart throat and straps buttoning on both sides. A slashed front, three bar button

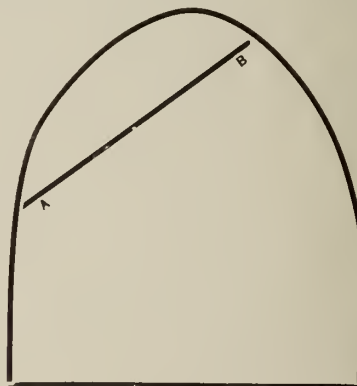
oxford, also comes in various leathers. A patent pump with white piping and diamond tip is an inviting model, while a two-button oxford with tongue, white buck top and black buttons is another interesting creation. A one bar low cut has white calf inlay top and heart throat. There is also seen an all patent pump with dull kid inlay top. In high cuts, there are the Gypsy bal and the Gypsy button. On the new Fifth Avenue last, which carries a medium pointed toe, an all kid, turn button boot and an all patent, turn button boot, some with full Louis heel and others with crescent heels, are much admired.

The new line of hand-made welts which Getty & Scott are featuring, certainly establishes an epoch in the art of Canadian shoe making. The productions of this new department of the factory are the acme of skilled handicraft and stand out as a distinctive advance.

Among other offerings which may be mentioned are a patent bal with dull kid top and patent foxing. This same shoe is also seen with a white calf top and black spat buttons. A dull kid button with self tip and military heel is still another presentation that attracts attention. There is the usual range of black cloth tops and others in subdued colors. Toes are for the most part plain and medium pointed, while vamps are of moderate length. All the offerings come in welts, turns and McKays. In the children's line, a patent Mary Jane, with circular foxing, white calf inlay top and white kid lined quarters, is being featured. Similar productions are also seen with red and black inlay tops. These new offerings are made in all sizes, from infants' to misses'. The all patent Mary Jane, with heart throat, is a novelty feature. The line of patent ankle strap pumps, with extension and turned edges, affords some conception of the wide character of the range. Barefoot sandals, some with extension edge, and coming in all leathers such as red kid, patent colt, white buck, gunmetal, tan and chocolate, are decided favorites.

A GOOD WAY TO REPAIR HEELS

We often see what we now term the old-fashioned cobbler repairing heels that have been worn off on the back while part of the heel is not worn off much on the front part. They will put a top piece on and then take pieces of leather and scarf them down to the shape of a wedge and put them



under and nail them down. Oftentimes this makes a very bungling job. A good quick way to build up such heels is to take a wide chisel and cut straight across the heel back of the worn part of the heel. Slant the chisel, or a stout skiving knife will answer. Then take little pieces of leather and bevel the edges. Put some cement or glue on the edges, hammer them together and drive a couple of small nails in to fasten them. Then trim up the edges, level the heel and put on the top piece. This is the quickest and most practical method of building up and repairing heels.

How Shoe Retailing is Fast Becoming a Profession

Causes of Failure to a Great Extent Can be Boiled Down to Too Much Stock, Too Little Profit, Bad Location, etc.—Not Wise for Young Man to Rush Into Business Until He is Well Qualified and Looks Ahead

The average man and average woman have ambitions widely different and yet very much alike. Woman dreams of a home of her own; man's goal is to own a business.

Most of us chafe under authority. We think, perhaps wisely, that we would do better working for ourselves. We want to boss, we feel sure that our business ideas are practicable and that we could make them profitable. It is this desire to be independent that has stamped Canadians among the progressive people on earth. Held back by no aristocracy of birth, we have developed an aristocracy of achievement. The keys to the inner circle have been brains, energy and opportunity.

In shoe stores everywhere young men are working as clerks to-day, who are planning to break away from the payroll and start stores of their own. Five, ten, fifteen years from now some of these men will be ranked among our biggest retailers, but a greater number will be bankrupt. It is human nature for each man to think that he will succeed. The dreams of youth are rosy ones and few of us have foresight enough to see the thorns. But thorns are very real and before starting in business they should be considered. Therefore, this article is written for you who dream, and if it causes one of you to avoid the pitfalls of merchandising, it will have been of use.

The causes of failure, as far as shoe merchants are concerned, can be boiled down to too much stock, too little profit, bad location and insufficient or inefficient advertising.

A great change had been evident in the shoe business of the past decade. Formerly, the shoes were staples and styles changed but seldom. Now styles change frequently. This policy of putting the business on a style basis has made much money for shrewd dealers; on the other hand it has been the cause of many a merchant's downfall. For overstocking on styles that endure but a few months always spells disaster.

Study Styles and People

If you are thinking of establishing a shoe store in the city in which you are now clerking, study styles and their relation to the people of your community with all possible care. You are not interested in what the people in New York or Kalamazoo want, but you've got to be an authority on your own city styles. Make believe you own the store. Learn the stock and study the mistakes your boss has made in buying. You'll profit by these mistakes immensely later on. Study styles all the time in business hours and out. If you really become expert you will start out in business with a big point in your favor.

The question of profits is one that has caused lots of controversy among shoemen. It is generally agreed that when a dealer's margin of profit is insufficient he has a poor cost system. Therefore start right by learning a good system. Study your employer's. If he gets a fair profit on his shoes, don't hesitate to copy. But if there be any flaws, if prices are too low, discard his system. You can't succeed if your margin of profit is insufficient.

Now about location. When the United Cigar Stores Company plan to start a store in some city they send out investigators who study different locations with great thoroughness. These men stand for days at possible sites and count the passersby. Moreover, they take into account the types of people who pass. This method is a scientific one and when the location is finally chosen the company knows that it is the best one available, after all has been taken into consideration.

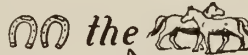

















Retail shoe advertising has made great strides in the

last few years. Whereas formerly shoe advertising was considered as a long chance, now it is looked upon as one of the shoe merchant's most powerful weapons. The day will come when a dealer will have little chance of success if he does not advertise and advertise well. Therefore a man considering shoe retailing as a life work, should know something of advertising. In most cities courses on advertising are given by night schools. By attending these one learns the principles of the game. Then, too, the trade papers contain much valuable advice that will benefit every shoeman. By giving advertising a part of your time you will better your chances of success.

The Business is Live One

Don't let anybody tell you that the shoe business is dead. It is very much alive and the chances of a young man breaking in successfully are better to-day than they were yesterday. Short skirts, dancing, and good styles are placing it on the same plane as the millinery business.

The very fact that the shoe retailing is becoming a profession is the chief reason why he who enters it should be well prepared. He must know shoes and merchandising. It is only by the hardest kind of work that he can learn these things. No doctor, lawyer or other professional man

The blacksmith  *on the* 
The farmer  *shoo's the* 
And we are  *h*  *2 tell U*
T  *we can*  *the men.*
The  *and the*  *2,*
Of every age and size,
W  *they find how* *N*  *we* *&* *them*
 *their* *G*  *surprise.*
In  *this wide creation,*
We know we cant be 
In *Ding* *human beings,*
For our  *will fit the* .

Solve the above rebus in rhyme and secure a discount on any pair of shoes in our store.

The LARGEST Stock,
 The LATEST Styles,
 The LOWEST Prices.

THE
PREMIUM SHOE STORE
BUSYVILLE, CANADA.

AN APPROPRIATE REBUS FOR A LIVE RETAILER TO PRINT
 ON SOME OF HIS LITERATURE AND AROUSE THE
 INTEREST OF THE WHOLE FAMILY

can do business until he is thoroughly fit. No more can a shoe dealer.

While you are working on a salary for someone else you have a wonderful opportunity to store up knowledge which will prove invaluable to you. Look at it this way: That you are passing through the educational stage of your career; that, just as the would-be lawyer must go to law school, you are attending a shoe school and that you are being paid instead of paying for the privilege. If so you regard your work, you will enjoy it and therein lies the secret of success. If you like your work and you go at it with vigor you learn and accomplish much.

It is not wise to jump into business for yourself until you have thought for a long time and looked far ahead. The shoe game is a hard one but a good one. For those who play it well there are rewards.

It is more than right and proper that you wish to be independent. It is commendable. But don't let your enthusiasm carry you away. Look and think, look and think, until you feel absolutely sure! Then—go to it!

WHAT STYLES ARE TAKING FOR SPRING

There is abundant authority if one chooses to seek it, for the correctness of the statement that even at this date, when shoe manufacturers' salesmen are starting their trips for the sale of next spring's shoes to dealers, the exact details of the styles which will be most certainly popular next season are not defined with certainty, says the Shoeman.

Style-predictions are as numerous as ever. They are fully as well-grounded as usual—and, as a matter of fact, probably more so, because they centre rather largely around the generally-accepted proposition that the best shoe-fashions for spring will be conservative.

Not even the most radical shoe designers dispute this.

But the samples which the salesmen are now taking out from the various manufacturing centres show a variety and a comprehensiveness that are without doubt going to satisfy even the most astute buyers.

And we shall have the real fashions for spring decided in detail as soon as those samples have been seen and orders placed by a sufficiently large proportion of shrewd buyers to make their selections constitute a representative vote.

Here are some of the more important features which dealers and buyers will find in the spring samples, and to which they will be asked to give special consideration:

Men's Shoes

A slight broadening of the narrow toes, in the better grades.

A new shape having a rather pronounced swing at the outer side and a straightened inner side; shown with both a pointed and semi-full toe.

Blucher cut in flat-last, narrow-toe oxfords.

Wider shanks in models other than strictly English shapes.

More 8-8 and 9-8 heels than before.

Fewer models with colored tops and quarters, and those in subdued shapes.

Preponderance of black calf vamps, tops and quarters.

Women's Shoes

Longer vamps, in the higher-price grades for metropolitan trade. Toe-to-throat dimension varying from 3 1-8 to 4 inches.

Throat set back and higher on the instep. In some pumps it is 4½ inches from the end of the toe.

"Gypsy" patterns in several different treatments, including both side-seamed and seamless vamp and top

(exclusive of tip and button-fly), with the buttons well toward the front in some models and back toward the side in others. The front seam varies from a plain, uncovered stitching, starting at the toe, to the more elaborate combinations of continuous diamond tip with covered front seam in the top.

Narrow toes in a larger proportion of samples than the two previous seasons.

Increased tendency toward heels in which the strictly Louis shape is modified by considerably more of the character of the Cuban. The heel-heights are ample in range, but, in general, are from 11-8 to 16-8.

Abandonment of many of the freakish fancy-cut vamps, tops and quarters; curtailment of elaborate perforations, pinkings and outside stays of the "military" order.

An increase of dull black, all-leather styles, but a reasonable abundance of more conservative effects in bronze, dark brown, dark blue, tan, mode, gray and sand.

FINE SHOWING MADE AT FALL FAIR

The J. L. Campbell shoe store, of Chatham, Ont., had a striking and attractive shoe and leather goods exhibit at the Peninsular Exhibition in that city on September 21-22-23. Mr. Campbell has made use of this form of advertising for several years in succession, and evidently regards it as well worth while. The exhibit this year consisted of a large booth draped with white bunting, which made a clean and attractive background and framework for the goods exhibited. New features introduced in the booth were a large, indirect-lighting electric drop, which at night showed up the goods very attractively; and heavy brass chains by way of railing across the front of the booth. A big sign announced, "J. L. Campbell, the store where quality is always found." In keeping with this slogan, the footwear shown consisted of high class goods. In these exhibits Mr. Campbell has always made a practice of showing novelties and high-priced lines of footwear. Though the normal demand for such lines may be comparatively small, they attract attention to the booth, and are such as to leave on the customer's mind a definite impression of quality. The average person may not purchase these identical lines, but he is apt to reason that the store which handles such goods will stock quality also in its less expensive and more everyday lines. In addition to creating a desirable impression in a general way, there are, of course, direct results and a growing appreciation on the part of the general public of the merits and desirability of high class footwear. There was also a fine showing in suit cases, trunks, etc. While the value of fall fair advertising for the retail merchant may be debated, the fact is perhaps significant that at this particular exhibition the retailers were more largely represented this year than ever before, and more space than usual was taken by individual merchants.

HAD EXCITING TIME WHILE ABROAD

A. Bonisteel, of the Collis Leather Co., Aurora, Ont., has returned from an extended and successful business trip to England and France in the interest of "Aurora calf." Mr. Bonisteel was in London one night seated in the writing room of his hotel, when he heard several explosions, and rushing outside with many others, they soon realized that a Zeppelin air corps was dropping bombs on the city. The aviators could not be seen owing to the intense darkness, but the noise made by the machines was heard for miles around. There was great excitement in the hotel, men and women rushing down the stairs some of them frantic from fright and others scantily clad.

AMONG THE SHOE MEN.

Fred. P. Beemer, of Toronto, who represents the Sorosis and Guptill lines of shoes and also the Blachford Shoe Manufacturing Co., Toronto, is on an extended business trip throughout the Western Provinces. He will go as far as the Coast.

The shoepack factory of the Edmonton Leather and Shoe Co., Edmonton, has been re-opened. N. L. MacDonald is the manager.

L. A. Boucher, Stanbridge Station, Que., dealer in shoes and dry goods, has sold out to A. C. Gilmour.

Underhill's Shoe Factory, Barrie, which has been closing down on Saturday afternoons, during the summer months, is now working full time.

D. Ingham and J. E. Bates are desirous of starting a shoe factory in Strathroy. They have asked the town for a loan of \$15,000 for a period of 15 years, without interest, payable in annual instalments of \$1,000.

Alex. Getty, of the Galt Shoe Manufacturing Co., Galt, who was recently married, was presented by his fellow workers, with a fine carving set, accompanied by an appreciative address.

The Reliance Harness Works, Limited, has been granted a federal charter with headquarters in Toronto and a share capital of \$40,000. Among the incorporators are Melville Ross Davies, Frank J. Davies and Harry St. J. Jarvis, all of Toronto. The company is empowered to carry on a wholesale and retail business of harness makers and saddlers and to manufacture, sell and deal in leather, trunks, bags, gloves, etc.

Mrs. C. E. Beaudin, shoes, Ottawa, recently assigned to J. B. Meloche.

The Invictus Boot Shop, of which H. J. Eady is manager, has moved into new premises at 93 Yonge street, Toronto, which have been attractively fitted up with modern acces-

sories and an artistic new front, making the shop one of the finest in Toronto.

Edward Bell, shoe retailer, 1212 Dufferin street, Toronto, has sold his stock and enlisted for foreign service.

Sam Pritchard, representing Smaltz-Goodwin Shoe Co., Philadelphia, was in Toronto last week with a full range of spring samples.

W. D. Balfour, formerly manager of the Regal Boot Shop, Winnipeg, is now running a large chicken ranch at Brooklin, Ont.

A. A. Fournier, Limited, dealers in shoes, Ottawa, recently suffered a fire loss.

It is understood that the late premises of the Brockton Shoe Co., 119 Yonge street, Toronto, have been leased and that the place will again be occupied as a shoe store. The rent is \$6,500 a year, on an eight-year lease.

Monroe Einstein, of J. Einstein Inc., New York, spent several days in Montreal this week.

Albert Ashmore has leased premises on Kent street, Lindsay, Ont., and is opening a new shoe store with a representative stock.

"Terry" McGovern, of the Western Leather Goods Co., Toronto, is spending a few days in Montreal.

James Caton, of the Caton Stain and Blacking Co., Lynn, Mass., was in Montreal and Toronto recently on business.

P. J. Hogan, of the U. S. M. Co., Montreal, has been in Toronto and Berlin for the past few days.

P. A. Doig, sales manager, Star Shoe Co., Montreal, was in Toronto this week on business. He recently returned from an extended trip through the Maritime Provinces.

Chas. Petteplace has opened a new shoe store in Walkerton, Ont., with a full and up-to-date stock. Mr. Petteplace

SOME ATTRACTIVE SPRING MODELS



BRONZE KID LACE BOOT, BROWN CORK-SCREW CLOTH TOP, CUBAN-LOUIS HEEL—BY CLARK BROS.



ALL PATENT GYPSY PUMP, CUBAN-LOUIS HEEL — BY GETTY & SCOTT



WOMEN'S MATT KID GYPSY BUTTON BOOT, RECEDE TOE—BY J. & T. BELL

is well and favorably known in that town. Harry Sewell, late of Hanover, has charge of the repair department.

Travelers for tennis and sporting shoes report that placing orders are coming in encouragingly and the past season was a good one with the trade.

G. Fred Smardon, of the Smardon Shoe Co., Limited, Montreal, was married this week to Miss Booth. Many friends will extend hearty congratulations.

Wm. J. Smith, of Exeter, Ont., has sold his shoe repair business to Wilbur Pfaff and has taken a position on the road in New York State for the Menzies Shoe Co., of Detroit, Mich.

W. J. Thurston, who conducts successful shoe stores both in Guelph and Stratford, is making some decided improvements to the Guelph store which will greatly enhance the appearance of the place. He is installing an entire new front, with the windows so arranged that the goods will show to much better advantage than before. He is also putting down a new floor, and raising the roof at the rear four feet to take off the slant. When these improvements are completed the Guelph store of Mr. Thurston will be one of the finest in Western Ontario.

Scott-Chamberlain, Limited, Galt, Ont., have been granted a provincial charter with a capital stock of \$250,000. The provisional directors of the new company are F. S. Scott, Wm. Chamberlain, F. A. Scott and Wm. Lund, and the company are empowered to make and deal in boots and shoes and all things incidental to footwear. As announced in our last issue this is the firm which recently bought out the Cook-Fitzgerald business in London, Ont.

The U. S. M. Company are installing an eighteen-foot Goodyear shoe repair outfit, model "N" with motor and skate grinder in the shop of Dan McLean, Sydney, N.S.

Miss O'Malley, who for many years past was with the shoe firm of I. Pratt & Co., and more recently with their successor, W. E. Smith, 290 Wellington street, Ottawa, has opened an up-to-date shoe store at 101 Bank street, in that city.

Thos. Custock, 192 Queen street, Ottawa, has installed an eighteen-foot Goodyear, model "N" shoe repair outfit, complete with skate grinding machine.

J. W. Alguire has opened a shoe and harness business in Northfield, Ont.

H. W. Algeo, of the U. S. M. Company, Montreal, was called to his home near Boston, last week, through the death of his father.

Messrs. M. Rankin and A. Bluteau have been appointed representatives of the Kingsbury Footwear Company, Montreal, replacing A. J. Pinsonneault.

The F. and B. Shoe Manufacturing Company, Maisonneuve, have installed a button-hole making, finishing and an edge-setting machine in their factory during the past couple of weeks.

Messrs. Ecclestone of Toronto, and Locke of Winnipeg, representing the T. Eaton Company, were in Quebec and Montreal recently.

W. F. Martin, sales manager of Kingsbury Footwear Company, Montreal, was in Toronto last week.

Ralph Locke, of Dufresne & Locke, Maisonneuve, has returned from a trip to Toronto, Hamilton and London.

A. L. Johnston, sales manager of Ames-Holden-McCreedy, Limited, Montreal, was in New York and other American centres last week.

The Department of Militia and Defence, Ottawa, is placing large orders for shoes for the Canadian army, and several leading factories this week received tender forms. The exact size of the order is not known. Tender forms, containing specifications of the regulation type of shoe, are

being sent to various shoe makers throughout the Dominion. Each tender must be accompanied by a marked check for one-tenth of the value of the contract asked for. The new contracts, it is stated, will be large enough to keep several firms working through the winter. Several houses have had representatives in England and France looking for contracts for the British or allied armies, but up to date there are no records of any new contracts having been landed in Canada.

A federal charter has been granted to Peerless Hosiery, Limited, with a capital stock of \$60,000, and headquarters in London, Ont. Among the incorporators are D. R. Teasdale, R. R. Smith, R. E. Walker, M. A. Platt and H. S. Magee, all of London. The company is empowered to manufacture and deal in hosiery, mitts, gloves, gauntlets, etc.

A recent despatch from New York says: Orders for 3,000,000 pairs of shoes have just been placed in the United States by Russian army agents. The shoes will cost on an average of \$5 a pair, making the orders total \$15,000,000. Massachusetts manufacturers have secured the orders.

The Brandon Shoe Company, Limited, Brantford, have installed a U. S. M. Company stitchdown staple lasting machine, model "B" in their factory.

The North American Shoe Repairing Shop has opened at 1397 Yonge street, Toronto, with a complete repair equipment.

The Yale shoe store of Regina, Sask., is removing to a new location on Eleventh avenue, in that city.

Mr. McKeen, of W. J. Kent & Company, Bathurst, N.B., was a visitor in several Montreal factories last week.

Fred Meinzer, of Miner Rubber Company, Montreal, was in Quebec and Toronto during the past few days.

J. H. Hamilton, of the J. H. Hamilton Shoe Company, Sherbrooke, was in Montreal last week.

Miss Rose Rahn, an employe of the Hurlbut Co., shoe manufacturers, Preston, Ont., was presented with an appreciative address and handsome mahogany table by the employes in honor of her approaching marriage.

The assets of Emile David, shoe dealer, Lachine, Que., have been sold.

Geo Robinson, of James Robinson, Montreal, was recently in Quebec and Ottawa.

A. J. Kimmel, president, and A. D. Weber, general manager, of the Canadian Consolidated Felt Co., Limited, Berlin, Ont., spent a few days recently in Winnipeg on business.

The Unique Shoe Company, Toronto, amongst other machines have installed a U. S. M. stitchdown staple lasting machine, model "B" in their plant.

Miss Harris, daughter of J. J. Harris, of Halifax, who represents L. Higgins & Co., Moncton, N.B., was married recently to John Ross of Halifax.

The Eagle Shoe Company, Montreal, have recently added several new machines to their factory equipment.

C. Lawrence, formerly shoemaker with W. J. Greer, has opened up a shoe store in the Rutherford building, Wroxeter, Ont.

Harry Smith, of the Neuman Leather Company, New York, was in Montreal last week.

A. E. Matheson, proprietor of the Bootery, Yates street, Victoria, B.C., has moved into a handsome and compact new store on Government street, in that city.

John E. Johnston, Brock street, Kingston, has installed a U. S. M. Co. six-foot shoe repair outfit and motor in his establishment.

Beaded vamps are very attractive and add greatly to the appearance of the shoe, but the shoes cost more, as the help must be experienced, thereby causing the manufacturer

MORE
SMART STYLES
FOR SPRING SHOWING



WOMEN'S PATENT BUTTON, WHITE KID
QUARTERS, PATENT FACING ON FLY AND
TOP, SPIKE HEEL—BY J. & T. BELL.



IMITATION BLUCHER PUMP, PATENT
FOREPART, BROWN BUCK QUARTERS,
HALF LOUIS HEEL—BY CLARK BROS.



MEN'S GUNMETAL BAL., DULL CALF TOP,
MODERATE RECEDE TOE, 10/8
HEEL—BY J. & T. BELL.

to pay them higher wages than the ordinary operators. There has been a great advance in the manufacture of fancy pumps and shoes in women's styles, and designers and pattern makers are ever on the alert for new ideas and smart styles that will net the most profit to their concerns and will have the largest sales.

A Lynn manufacturer made up a pair of Russian boots for women the other day, and figured that they cost him more than \$8. The leather in the uppers cost almost \$3.50, the price of a good pair of shoes of common style. To make the uppers eight feet of kid leather, at 30 cents a foot, was used; also eight feet of sheep leather, for linings, at 12 cents a foot. The total cost of the kid and sheep leather was \$3.36. The Russian boot fits smoothly over the instep, and fairly smooth about the leg, though it necessarily falls in wrinkles over the ankles. The top is whole, like the leg of grandfather's old boots, and there are no button or lace or any other seams in it. So it must be nicely made and fitted. A retailer would have to get \$12 or \$15 a pair for these Russian boots. That's much too expensive for the popular trade.

The annual convention of the National Association of Tanners will be held at Hotel La Salle, Chicago, on October 28th and 29th. It is expected there will be a large attendance and several Canadians may be present.

Referring to Jas. S. Fraser, shoeman, of Pembroke, Ont., a local paper says: Mr. Fraser is a Pembroke old timer, although he won't be in the fifty-year class for awhile yet. In addition to carrying on one of the most extensive shoe businesses in the valley, Mr. Fraser manufactures the famous "Fraser River Boot," a boot that has no superior in that class. He began manufacturing this lumberman's boot on a small scale many years ago, and for some time the demand for it was confined to the Ottawa Valley. Gradually its superior qualities became more widely known, until now it is sold to lumbermen all over the country. His output this year will reach five thousand pairs. Mr. Fraser carries the leading makes of footwear for both men and women, and does an enormous business. He also handles a full line of footwear of all kinds, as well as mitts, gloves, trunks and bags. His store is known as the "House of Satisfaction." Mr. Fraser's retail business is carried on in his own building, a handsome and substantial

structure known as the "Fraser Block." His manufacturing business is conducted on the upper floors.

The Ottawa Free Press recently contained an appreciative reference to A. W. Ault, head of the A. W. Ault Co., Limited, wholesale shoes, Ottawa, and said in part: Although the past year has been considered a rather depressing one by the shoe trade generally, the business of the firm has up-to-date shown a substantial increase over last year. Mr. Ault is considered by the trade one of the most highly efficient shoe men in Canada, and is unexcelled as a judicious buyer. Mr. Ault is also interested in a very large general store business at Aultsville, Ont., and was formerly a Captain in the 59th Regiment of Stormount and Glengarry. He was in line for the Colonelcy when he retired. He is now on the retired list with the rank of Captain. Mr. Ault is a member of the Council of the Ottawa Board of Trade, treasurer and a director of the Y. M. C. A., and served in the City Council, sitting for Capital Ward.

Col. E. W. Wilson, O.C., is re-organizing the old 86th Battalion at Three Rivers, Que., and it has now become an English speaking regiment. It is backed by many of the leading business men in the city. A start will be made with four companies, under the old eight company establishment, gradually working the battalion up to strength. John T. Tebbutt, President of the Tebbutt Shoe and Leather Co., Three Rivers, is Captain of No. 1 Company.

John A. Laird, for many years a well known factor in the shoe trade of the United States and Canada, dropped dead at Brockton, Mass., recently. Mr. Laird was a partner in the Laird-Prior Co., of Brockton, and through his tireless energy and keen business judgment built up a large business in the shoe trimmings business, of which company he was the head.

C. A. Brouillard, superintendent of the James Muir Co., Montreal, was a visitor in Boston last week on business.

G. C. Locke, who recently opened a new shoe store in Calgary, under the name of the New Cut Rate Shoe Store, located at 226 Eighth Avenue West, has bought the stock of the Family Shoe Store, at 223 Eighth Avenue East, which he will run in connection with his other store.

Delbert McFarland, associated for many years with A. McKillop & Co., wholesale shoes, Calgary, Alta., has started

a wholesale footwear business in that city under the name of the McFarland Shoe Co. Mr. McFarland is the managing director of the new organization, which is launched with bright prospects. A stock will be carried in Calgary and travelers will cover Alberta, Saskatchewan and British Columbia. Mr. McFarland is well and widely known, and previous to going to Calgary was connected with the whole-

sale shoe trade in Winnipeg. He has spent all his life in the footwear line.

F. Galibert, Limited, the well known manufacturer of glove and shoe leathers, Montreal, has been succeeded by the Galibert Glove Works, Limited, the former concern having gone through liquidation. The new corporation has an authorized and paid-up capital of \$90,000, and F. Galibert, the

Well Dressed Feet

Your happiness, health and appearance depend greatly on your Shoes. Our shoes are made to fit your feet. If you wear shoes bought here your feet will be comfortable and attractive.

Ladies!

The new Fall Shoes are here; the assortment is large; the cloth tops are very fashionable in plaid, grey and black; lace and button; all sizes and all widths stocked—

PRICES FROM **\$4.50 to \$6.00**



Men!

Now is your chance to procure the very latest in all footwear, as our lines are now complete. Grey and black cloth tops are fashionable. Button and lace—

PRICES A PAIR **\$4.50 to \$6.00**



All Mail Orders Promptly Cared For

Richardson's Limited

THE HOME OF GOOD SHOES.

216 Eighth Avenue W. Phone M4059



THERE'S a certain superiority that is always apparent in the Men's Shoes we sell! We are "out of the rut" shoe men—for our shoes are always different!

It's a revelation to some men to see how readily we can meet their shoe ideas and their shoe requirements.

Make us prove it.

H. & C. Blachford Limited
286-288 Wilton. Opp. Wilton

The illustration depicts our "Brighton" model in colour calf, with brocade moderate heel, blind eyelets. Price \$4.50 Dollars. (Ask for No. 8307)

WARNING TO ALL SHOE WEARERS

My entire \$8000 stock of Children's, Ladies and Men's all best makes of Shoes, will be offered at Cost and below cost to reduce stock for next 15 days. Don't put off till tomorrow. Come now and get first pick.

Men's Good Quality Shoes **\$2.98 Up.**
Ladies " " " **\$1.98 Up.**
Boys " " " **\$1.48 Up.**

F. W. SAVAGE,
Dealer in High-Class Shoes.

SHOES FOR THE "Toddlers"



THE section devoted to the stocks of shoes for children is a little store in itself, and in selecting the footwear for the youngsters, we exercise as great care as we do in our most exacting demands for quality in shoes for grown-ups.

We realize what responsibility rests upon us when we sell you the shoes for your child. Unless the shoe is properly made it will mould the foot in a very unnatural shape and probably ruin it for life. A few short weeks of a poorly made shoe on a growing foot will create havoc.

We have shoes for children of all sizes—from the infant to the jumping boy or girl. Shoes that are made to conform with nature's models—styles that will mould the foot correctly and perfectly.

AND THE PRICES ARE NO HIGHER THAN YOU WOULD PAY FOR THE ORDINARY KIND

Knox's Shoe Store
THE STORE OF QUALITY & SERVICE

FARMERS' Work Shoes

On Account Of The Continuous Wet Weather You Will Need Good Work Shoes

All European leathers such as English and French Kip formerly coming into this country for shoe manufacturing has been cancelled.

That means that after our present stock has been sold out we will not be able to secure more, but we have been able to replace with good reliable waterproof leathers. Here are a few prices:—

Men's heavy shoe, plain **\$2.25 to \$3.00**
Men's Urus Kip, soft and pliable, but firm leather **\$3.00 to \$3.50**
Men's English and French Kip **\$3.00 to \$4.50**
Men's high and medium lengths, prospector boot **\$3.00 to \$5.50**
Boys' heavy work shoes **\$1.75 to \$2.75**
Boys' School Shoes **\$1.50 to \$3.00**

Specials for St. Marys Fair Days, Sept. 21st and 22nd

J. READY
PHONE 123 SHOE DEALER

Another Walk-Over Success

Gypsy Model



This Walk-Over Model depicts the very last word in shoe style expression for Fall. It has no seams, fits like a glove and gives the foot that slender appearance so much desired by the smartest women. The heel is all Leather Louis style. You have a chance of Glazed Kid or Mar Kid.

The newest color effects are—
Brocade
Dove Grey
Midnight Blue

The Photograph System used exclusively in this Shop ensures foot comfort and perfect-fitting shoes. A complete Orthopedic Department has been installed with a well-known Doctor in charge. Free consultation and advice on foot troubles.

Walk-Over Boot Shop
290 YONGE STREET

Moderately Priced Men's Shoes

\$2.50 — \$3.00 — \$3.50 — \$4.00 — \$5.00

This Home of Good Shoes is very strong on its lines of moderate priced shoes for Men!

We have selected the best shoe manufacturers in the country—we made our selection with care. Our New Stock has arrived and we are now showing the best \$2.50, \$3.00, \$3.50, \$4.00 and \$5.00 shoes on earth.

Mechanics Shoes

We call the working man's attention to our excellent shoes built purposefully for the mechanic. Nothing in them but good solid leather. Heavy durable soles, with uppers of heavy calf or kangaroo, nothing omitted that would in any way add to their durability, while they are built for hard usage they are built comfortable and good looking, moderately priced at—

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

The Season's Best in Women's Shoes

It is true that any woman can buy a good pair of Shoes almost anywhere for \$3.00 or \$6.00, but its not very easy to buy them for \$3.00 and \$3.50. We believe our \$3. and \$3.50 women's shoes are fully as good as most stores sell for \$4 and \$5. The leathers, the stitching and the styles are shown in these shoes at—

\$3.00 and \$3.50

Stephens Store, Limited

SPECIAL For Friday And Saturday



A RICH HARVEST

of rare civets has been pleased by us in the markets where fashion holds her sway.

What a big difference in a man's dress, after all, a little civet makes!

Provided, of course the pattern is not common, the silk is weighty and the coloring distinctive.

Such are the new crop, just ready to appear your friends for something particularly stylish.

And the price 40c, 75c and \$1.00.

WOMEN'S

Patent lace and button boots \$1.99 and \$3.00 **\$3.45**
Donolla and Patent lace boots \$4.00 and \$4.00 **1.95**
Patent Button Boots, Kid, p. \$3.50 **2.45**

MEN'S

Patent Button and Lace Boots \$4.50 **\$3.45**
Gun Metal Blue, Lace Boots \$4.00 **2.95**

DOWNEY'S

HERE ARE EIGHT BRIGHT AND ATTRACTIVE ADVERTISEMENTS OF LIVE SHOE HOUSES AND SEVERAL OF THEM ARE WELL SET UP AND ILLUSTRATED WITH SNAPPY SHOE CUTS OR CATCHY APPROPRIATE ILLUSTRATIONS. RICHARDSON'S LIMITED ARE LOCATED IN CALGARY, STEPHENS STORE, LIMITED, IN COLLINGWOOD H. & C. BLACHFORD, LIMITED, IN TORONTO, F. W. SAVAGE IN WATERLOO, QUE., KNOX'S SHOE STORE IN BOWMANVILLE, ONT., J. READY IN ST. MARYS, ONT., WALK-OVER BOOT SHOP IN TORONTO, AND DOWNEY'S IN ST. MARYS

active head of the old company, will continue as the head of the new organization. The Galibert Glove Works, Limited, operate one of the best equipped plants of its kind in the Dominion, where a full line of fine gloves of the better sort is being turned out. It is stated that the new organization, in common with other Canadian manufacturers, will benefit largely from the elimination of the cheaper German and Austrian gloves in the Canadian market. The old company was started some twenty-five years ago so that under its new formed strong management, it is confidently expected by the trade that a larger business than ever will develop. Paul Galibert, a prominent leather merchant of Montreal, and a director of the National Brick Co., Limited, who is also identified with numerous other important enterprises, was prominent in bringing about the successful reorganization of the new company.

Elmer Davis, of A. Davis & Son, Limited, leather manufacturers, Kingston, Ont., was in Boston last week on business.

The U. S. Cut-Rate Shoe Store, Winnipeg, has opened for business.

Harvey McKean is now representing the Blachford Shoe Manufacturing Co., of Toronto, in the Maritime Provinces.

A. Girard & Co., shoe dealers, Montreal, have recently assigned.

The Verdun Shoe Hospital, of Verdun, Que., was recently registered.

M. Goldblatt, dealer in shoes, Montreal, recently assigned to V. Lamarre.

Geo. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, was in Rochester and other cities last week, securing patterns for some of their new models. The company have taken large additional floor space, which will result in doubling the capacity of the plant.

The Smardon Shoe Co., Limited, Montreal, have issued a neat booklet entitled "The Smardon Shoe." It is artistically printed and contains splendid illustrations of a number of pumps and oxfords on all the latest lasts and in the newest combinations. A brief description is given of each shoe and of the materials in which it is shown. The styles for the spring and summer of 1916 are snappy, attractive and distinctive.

The Blachford Shoe Manufacturing Co., Toronto, have secured a handsome new design in a lace Gypsy, which is now being shown to the trade on the Clarice last. The model is very much admired and a large number of orders has been placed. The button Gypsy boot shown by the company for the last two months in midnight blue, bronze, oyster gray, matt and glazed kid and all-patent, has taken exceptionally well, and the plant has been working to capacity in making these novelties. A number of attractive pumps in the same colors, which are being shown for spring, are proving highly acceptable.

A. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, was in Toronto recently on a business trip.

S. Brunton, late of Regal Shoe Shop, Toronto, has taken a position with J. W. Leslie, shoe retailer, Hamilton.

C. W. Ellis, of Ellis, Eddy Co., Haverhill, Mass., was in Toronto last week on business.

W. H. Thorne, Dundas street east, London, has installed an 18-foot Model N shoe repair outfit supplied by the U.S.M. Company.

G. S. Tolman, of the cutter department of the U.S.M. Co., Boston, was a recent visitor to Toronto.

Writing from Vancouver, a leading shoe firm says: "We are not looking for any great increase in trade owing to the large number of men from this province who have enlisted, thereby reducing the purchasing power of the province. No improvement can scarcely be expected until the logging and

lumbering business is in a more flourishing condition, as these businesses are among the leading ones in British Columbia and pay out a large amount of money when operating in normal times.

W. L. Conner, shoe retailer, Truro, N.S., has made interior improvements to his store and installed several comfortable and handsome chairs.

W. D. Webster, of the Cobourg Felt Co., Cobourg, is on an extended business trip throughout the Western Provinces.

The new addition to the factory of Getty & Scott, Limited, Galt, Ont., is completed and will be devoted to the making of children's turn footwear. A portion of the extension will be used to increase the fitting room facilities of the firm.

POPULAR SHOE MERCHANT WEDS

Fred R Foley, shoe retailer, of Bowmanville, Ont., was quietly married this week in Port Huron, Mich., to Miss Sadie Caroline, daughter of Joseph D. Foley, of that city. Many friends will extend congratulations and wish Mr. Foley and his bride many long years of happiness and prosperity. They will be "at home" in Bowmanville after November 1st. Mr. Foley is one of the most widely known



business men in eastern Ontario, having been in the footwear line for some fourteen years and meeting with a large measure of success. He is also a member of the municipal council, being elected on each occasion by acclamation. In improving the streets and beauty spots of the town he has always taken a deep interest and also in advancing its industrial and commercial welfare. He is the vice-president of the Bowmanville Retail Merchants' Association.

AN IMPROVED COMBINATION OUTSOLE

A patent has been granted to an eastern concern for a new combination outsole. This invention combines a rubber outsole with a leather shank. It consists of a sole with a rubber forepart and a leather backpart, the two sections being brought together on beveled edges, cemented and stitched transversely. This process affords flexibility and a shoe when worn, is as pliable as a slipper; it is practically moistureproof, so that rubbers are never required, except under extreme conditions, and shoes made in this way are absolutely noiseless and free from the annoying squeak which is often present in the leather sole. The leather shank affords support to the arch of the foot, and the possibility of that nicety in shoemaking to which the

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or the reading columns.

regular sole is susceptible. The use of a rubber or leather heel is optional with the wearer. The shoe is light, being no heavier than one with a leather sole, exactly resembles one with the latter, and is repaired with ease and in much less time and at half the expense of a shoe made in the conventional manner. In brief, the claims made by the inventors for the composite sole are, lightness, flexibility, water proofness, noiselessness, support to the arch, nicety in workmanship, economy of repair, and a combination of all the advantages of both rubber and leather soles without the disadvantages of either.

This process has been thoroughly tested and those who have worn the shoes are very enthusiastic in their approval of the new invention.

THE GREAT RUBBER INDUSTRY

In certain sections rubber is one of the greatest barometers of trade conditions, especially in such places where its production is the chief source of wealth.

Rubber prices, like other commodities, fluctuate according to the dictates of supply and demand. Since the opening of hostilities in Europe there has been other influences that have caused important changes in the rubber situation.

While the demand for rubber has increased, transportation facilities are rather stringent, resulting in a marked variation of prices.

Rubber is on the contraband list and it is not possible to ship any of this commodity to either Germany or Austria. In these countries the supply is not nearly equal to the demand and prices are accordingly high.

Owing to the demand for crude rubber among the allies prices are strengthening a lot, although they are not much higher than at this time a year ago, in fact, some grades are lower in price.

In May, 1914, fine, new upriver Para sold in New York

at 60 cents a pound, in June of the same year it was 70 cents a pound in the same market. Last May the same commodity sold at 61 cents. Upriver, coarse new Para was 46 cents a pound in May of this year, the same figure as the corresponding month of 1914. Several years ago, during what is known in the field as "the rubber boom," during days of activity in the product the best grade crude Para sold as high as \$2.90 a pound.

The total estimate output of the world for 1915 is 120,000 tons, this is nearly double that of 1905, which was 61,000 tons. During the years 1913 and 1914 the rubber production of the world was about equal to that of this year, the current year being slightly in excess.

A London firm have given the following figures in tons as to the distribution for 1914:

United States, 55,000; Great Britain, 18,000; Germany, 13,000; Russia, 14,000; France, 7,000; Italy, 4,000; Japan and Australia, 2,000; Scandinavia, 2,000; Austria-Hungary, 2,000; Canada, 1,770, and Belgium, 1,000; total, 1914, 119,770 tons.

Since 1910 the consumption of rubber has been less than the production. Last year a publication in Calcutta estimated that the production and consumption should about balance, basing their prediction on the expected yields per acre. This calculation is pretty much guesswork, as a great deal of the production is taken from the forest and while it is quite easy to arrive at a fair estimate in respect to the plantations, it is quite difficult as far as the wild rubber is concerned.

The rubber industry is based largely upon credit, these engaged in the industry as operators control their respective tracts under a government franchise and are known as concessionaries. These men employ large numbers of natives to gather the rubber and advance them supplies to meet their needs for the whole season, taking payment for the same from the amount of rubber which they collect and turn over to him. In turn the concessionaire obtains these supplies from an importing firm for which he pledges his entire crop as security. The importer receives his merchandise from foreign dealers, generally speculators in rubber. So that the industry is dependent to a great extent upon the activity and industry of the natives who are employed to go into the forest and plantations to extract the product. The cost of producing rubber is quite high before any returns are made. Government taxes and charges for the privilege of working these tracts, skilled woodsmen who demand high prices must be paid to locate the trees—grouping, marking and tapping are additional expenses as well as sundry other items. A fair estimate is that it costs about \$1.00 a tree to open up one of these tracts before a single tree is tapped. In addition to this each laborer costs his employer about \$1.00 by the time he stands ready to tap the tree; in these two items the total will amount to about \$10,000 for approximately 5,000 trees.

The largest consumption of crude rubber is in the manufacture of solid and pneumatic tires, rubber belting and hose, boots and shoes, hard and soft rubber goods, as well as many compositions and combinations with cloth and fibre.

STANDARDIZING HEEL LINES ON LASTS

To standardize the heel lines of lasts is a feature to which some firms are giving a great deal of attention. The benefits derived are quite apparent: first, it insures a better fitting counter, as only one mould will be necessary, and that can be made to conform to the shape of the heel, which avoids the mistake of putting in the wrong ones, as often happens where several different moulds are used. The second reason for this feature is the saving on patterns or dies, as when a new style last is put in, it will not be necessary to change the quarters, foxings and quarter lining.

New vamps, vamp linings and tips will be found sufficient, unless a most radical change is made to produce a freak last. The writer has talked with leading pattern makers regarding this feature and has found that they approve of it.

SHOE CHATS, CHEERFUL AND OTHERWISE

"Yes," remarked a Hamilton retailer, "there are too many styles to-day, and we have to carry too large a stock, which is practically dead. The live portion of a man's goods, that which turns over frequently, is, I should say, only about 40 to 50 per cent., while the other 50 per cent. has to be carried by a retailer as a sort of insurance or reserve. It is a protection against people going some place else. The rapid change in styles causes this state of affairs."

* * *

"Yes," said a London shoeman, "I have been running my business on light buying. We find it pays to do that and sort up. There is where the wholesaler and the instock department come in very handy. The secret of success in the shoe business is to have a light stock and keep it clean."

* * *

A Chatham dealer declares: "Yes, I find that the country trade demands an up-to-date shoe store to-day. A fellow cannot do business now in the junk style of a few years ago. His stock must be nicely arranged; he must know where to place his hands quickly on the goods, and not keep people waiting while he is fussing around trying to find out whether he has such and such a style and size of shoe, etc., The people want service, prompt, efficient and polite and no dilly-dallying or guess work. A man who knows his business nowadays is the fellow who gets ahead."

* * *

"Yes," writes a shoe merchant doing business in a western town, "I had more trouble this year than ever with shoes. I think many of them are taken off the last too soon, and they are not properly seasoned. The leather appears to be firm, pliable and properly tanned, but the shoe has every evidence of being green. I believe the manufacturer should exercise a little more care in this particular."

* * *

The complaints of the trade are many and some of them are brought about, not on the part of the public, but by reason of the action of the retailers themselves. A St. John shoeman stated last week that he had experienced more difficulty selling shoes at the regular price this year than ever before. One woman came in the other day and wanted to pay him \$1.00 for a pair of boots for a seven-year-old boy. The speaker said this was the result of everyone running sales, and the market being flooded with cheap, trashy shoes. People see so many thoroughly worthless productions hanging out of some shops and marked at \$1.00, that

GLOVE FACTORY and TANNERY FOR SALE

A SPLENDID OPPORTUNITY is now offering for the purchase of a completely equipped Tannery and Glove Factory in the City of MONTREAL, Canada. The property comprises 63,500 square feet situated in the best manufacturing section of the City of Montreal, in the heart of the labor district.

The buildings comprise three storey tannery, measuring 125 x 50 feet solid brick; glove factory three storey brick facing, measuring 42 x 76 feet; with two other buildings measuring each 40 x 50 feet, both in solid brick, being boiler-house and shop.

There is on the property a smoke-stack 75 feet high and also an artesian well with best water.

The buildings and machinery are in first-class condition and ready for operation. The machinery is valued at \$44,000.

Immediate occupation may be secured and satisfactory terms would be granted to responsible purchasers.

Manufactured gloves are protected in Canada by a duty of 42½%.

For further particulars, write to

Y. LAMARRE,

112 St. James St., MONTREAL, Canada

they actually believe a reputable retailer is robbing them if he asks them more than this for a dependable shoe.

* * *

One Ottawa shoeman has hit upon a new scheme for extending his trade. He got in touch with a large manufacturing establishment employing several hundred men and secured their names and addresses. He is using this list for mailing purposes and has prepared a neat leaflet in which he makes a special bid for the trade of the employees, offering 10 per cent. off to anyone purchasing a pair of shoes costing \$5.00 or upwards. This has so far brought very good results. The retailer believes in looking after matters personally and addresses all the envelopes with his own hand.

CHANGES IN PATTERN MATERIALS

Owing to the war, zinc, which used to sell for \$1, now brings \$5; therefore, shoe manufacturers are using fewer zinc patterns, and more bound paper patterns. Owing to the rise in cost of brass, the use of steel for binding paper patterns is increasing.

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.

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and at Kettering, Northampton
Frankfort-on-Maine.

Cable "HIDES," Leicester.



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"
92 Beaudry St., MONTREAL

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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City Office & Warehouse
63 Bay Street, Toronto

BRANCHES

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G. S. HUBBELL, Agent

553 St. Valier Street, Quebec
RICHARD FRERES, Agent



BOX TOES

We make all
grades, sizes and
styles of Toes from
the best stock.

Our Heel Depart-
ment is also equip-
ped 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

Box Toes and Heels

OF ALL KINDS

WE GUARANTEE THEM

When you use our box toes and heels you
are insuring satisfaction in these depart-
ments. Write for samples and information.

J. E. DUPRE

The

A. BAILLARGEON

Montreal Box Toe Co.

ESTABLISHED 1904

TRENT VALLEY
OAK

SOLE LEATHER

OAK—"TRENT VALLEY"—Mellow,
Non-acid. "Tests up." Is reliable.
In Bends, Backs, Sides, Bellies.

"LION"—Firm. Specially tanned for
army purposes.

HEMLOCK—"PENETANG" and
"EAGLE"

TAP SOLES—We stand behind every
dozen.

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN - - ONTARIO

Established Over Half a Century





Have you seen the

LIFE-BUOY

Range of

OUTING SHOE SAMPLES?

Do not place before you see them.



Special features that have not been shown before by anyone.

Added Selections in
LASTS AND STYLES

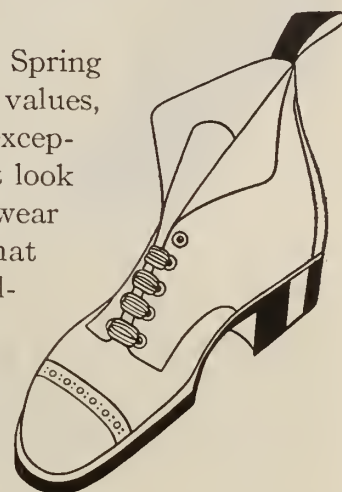
*A "LIFE-BUOY" Salesman
will call on you in ample time
—wait for him.*



"G.V.O."

SOLID LEATHER SHOES

See the G. V. O. Spring range for shoe values, that really are exceptional—shoes that look well, fit well, and wear well, at a price that yields you an excellent margin of profit.



"G.V.O."

**G. V. OBERHOLTZER
COMPANY, LIMITED
BERLIN, ONTARIO**

If

you want the best material and workmanship ask for



No. 14—10 in. leg

**John Bull
Larrigans
and
Leggins**

Made by

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



THE
Ideal
SHOE

PATENT
BOX CALF
GUNMETAL
DONGOLA

FOR THE JUVENILES

You cannot get a better shoe than the IDEAL. It is bench-made, and positively no cut-off tips are used in its manufacture. Combined with its excellent wearing qualities, are the most pleasing style, and perfect foot comfort. From every standpoint the IDEAL Shoe merits your attention, both as a profit-maker and as a line that will enhance your reputation.

MADE ONLY BY

The Ideal Shoe Co., Limited

Elmira

:-

Ontario

THE
Robson Leather Co.
LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box
Sides, Velours Sides, Gun
Metal Sides, Heavy Storm
Leather of all kinds in
Chrome and Combina-
tion Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

THE WILLIAMS SHOE

*Canada's
Best
Staple*

The average man who passes your store wants a shoe that is not only neat and comfortable but that will wear well. And that is why the Williams Shoe is so perennially popular. It looks well, fits well and wears well. It is the ideal combination of style, comfort and durability—an absolutely reliable shoe that adds to the good reputation of every merchant who sells it.

Don't Fail To See Our Spring Range!

WILLIAMS SHOE, LIMITED

BRAMPTON

:-

ONTARIO

We Specialize on
**GALLOON BINDINGS,
 TASSELS AND TRIMMINGS**

for Baby Shoes

Established
 in



1900

Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
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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.

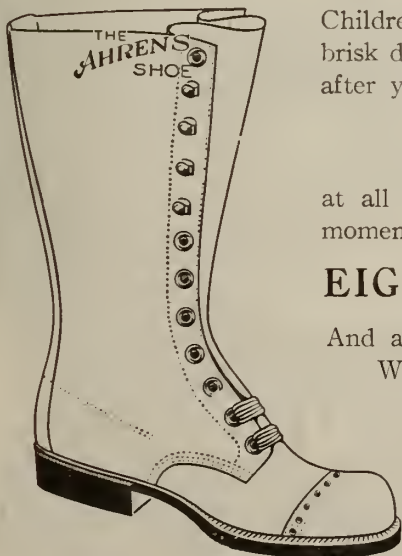
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AHRENS
 Limited
 BERLIN, ONT
 Manufacturers of
Solid Leather Shoes

WRITE FOR OUR
STOCK SHEETS



A new feature of our line is the Infants' and Children's Stitch Down. This line is having a brisk demand and we are in a position to look after your requirements in these tackless goods.

IN STOCK

at all times, and ready for shipment at a moment's notice, over

EIGHTY DIFFERENT LINES

And assorted stocks of Men's, Boys', Youths', Women's, Misses', Gents', Girls', and Children's Shoes in McKay, McKay Welt, Standard Screw or Rivet.

*See Our Traveller
 For Your Staples*



THREE NEW *First-Aid*™ SPECIALTIES

TRADE MARK
TO THE FEET

Heel Cushion

Our new "First Aid" Heel Cushion is 100 per cent. better than our old style, which was, till now, the best seller on the Canadian market. Place your order with our salesman or send it in by mail.

Wholesale - - \$2.25 per doz.
Retail - - - - 25c. per pair

Curo-Foot-Balm

For tender, burning, perspiring feet. A cooling, medicated, greaseless ointment. A sure trade winner.

Wholesale - - \$2.00 per doz.
Retail - - - - 25c. per jar

Give this a trial. You will repeat your order.

Cal-Corn-O

REMOVES CORNS.
REMOVES CALLOUSES.
A sure cure.

Wholesale - - \$2.00 per doz.
Retail - - - - 25c. per jar

It will pay every shoeman to get in on these new specialties at once. These goods are

MADE IN CANADA

CANADIAN ARROWSMITH MFG. CO., LIMITED
Niagara Falls, Ont.

MADE IN CANADA

Dominion Calf



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited

NEWMARKET ONTARIO

“Buck” Horse!

A new color on a glove horsehide to imitate genuine buckskin. The advantages in favor of Horsehide gloves are: that they will dry out soft, hold their shape and the fingers will not “take up” or foreshorten after being wet.

Samples on request

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 C. Parsons & Son, Limited, Toronto

**YOUR
GUARANTEE
OF
QUALITY**



YAMASKA BRAND

insures you against loss, because you are sure to sell every pair in stock. The shoe that sells is the one that gets the steady demand, and this is the great feature of

YAMASKA BRAND

They are not quite as "showy" in the windows as some lines, but they're much "showier" on your sales book. Every day you have people in your store who could be best served with "YAMASKAS." Give them "YAMASKAS" and they come again.

LA COMPAGNIE

J. A. & M. COTE

ST. HYACINTHE, P.Q.

**Aird
McKays
and
Turns**

Aird Spring Samples are now
in the hands of all the
Reliable Jobbers.

Inspect them.

AIRD & SON (Registered) **MONTREAL**

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

BIG SAVINGS FOR MANUFACTURERS IN SHIPPING

90%

SAVED IN
STORAGE SPACE

50%

SAVED
IN ACTUAL
PACKING TIME

20%

OR MORE SAVED
IN FREIGHT
CHARGES

20%

CHEAPER THAN
WOODEN BOXES

Would you continue shipping your products the way you are doing now if we could prove that there is a better and more economical method? Probably not, for every business man must be on the continual lookout for opportunities to cut his expenses and improve his service to customers. For this reason, you owe it to yourself to investigate the advisability of using the

MARTIN

Corrugated Fibre Board

SHIPPING CASES

The actual saving they make possible in your business is the main reason why you should use MARTIN SHIPPING CASES; but there is also a supplementary reason in that

THEY ARE AN ALL-CANADIAN PRODUCT

This firm has no affiliation with non-Canadian concerns. Its capital is Canadian; its factory is Canadian; its workmen are Canadian, and its profits remain in Canada. If you believe it is a wise thing to support Canadian industry, when price and service permit, then get quotations on Martin Corrugated Fibre Board Shipping Cases.

Your Inquiry is Solicited.

Martin Corrugated Paper & Box Co., Limited

Factory and Office: 353 Pape Avenue, Toronto

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BARRIE TANNING COMPANY

LIMITED
MANUFACTURERS OF

STAPLE AND FANCY LEATHERS

RUSSET SIDES AND SPECIALTIES

BAG
CASE
TRUNK
STRAP

LEATHERS

BRIDLE
COLLAR
SPLITS
BOOKBINDERS

HIDES ALL SPECIALLY SELECTED

UTMOST ECONOMY IN CUTTING

FACTORY & HEAD OFFICE BARRIE, ONT.

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.



**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
Smardon
SHOE



SMARDON SHOE CO., LIMITED
Montreal
P.Q.



ESTABLISHED
1888

OCTOBER 15,
1915

THE SHOE & LEATHER JOURNAL

PUBLISHED
TWICE-A-MONTH



ACTON PUBLISHING COMPANY LIMITED

TORONTO - MONTREAL



Goodyear Welts

High Cuts, \$4.00 Retail
Pumps, Colonials and
Oxfords, \$3.50 Retail



The Question

of the hour is: Have
you seen the Virginia
Range for Spring, 1916

Styles of unusual interest and
distinction await your inspection

Perth Shoe Company

LIMITED

Perth

Ontario



We are too busy to
advertise this month

The
John Ritchie Company
Limited
Quebec

“The Largest exclusive Goodyear
Welt manufacturers in Canada”

"ROYAL"



& "BULLDOG"



OUTING SHOES

Our selling representatives are now showing the complete range for 1916—a range that merits your early attention. "BULL DOG" and "ROYAL" Shoes have won their way by quality to a place of foremost leadership. They are the line that sells quickly and steadily, giving a good profit to the merchant and complete satisfaction to the customer. There are many new numbers in the new range, and many improvements of construction, well worth your attention. Communicate with any of our selling representatives, and a man will call with samples.

Sorting Orders

for seasonable lines will be filled promptly and carefully by our selling representatives. Mail your order to the Independent representative most convenient for you.

THE INDEPENDENT RUBBER CO., LTD.

MERRITTON - ONTARIO

Selling Representatives:

Amherst Boot & Shoe Co., Limited	- - Amherst, N.S.	The Kilgour, Rimer Co., Limited	- - Winnipeg, Man.
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A. W. Ault Co., Limited	- - - - - Ottawa, Ont.	The London Shoe Co., Limited	- - - London, Ont.
White Shoe Co.	- - - - - Toronto, Ont.	McLaren & Dallas	- - - - - Toronto, Ont.
James Robinson	- - - - -		- - - - - Montreal, Que.



THE HOUSE OF QUALITY



OUR GYPSY BUTTON BOOT

Made in

Glove Kid - Mat Kid - Bronze
Midnight Blue, Oyster Grey and Patent



BLACHFORD SHOE MFG. CO., LIMITED
92-94 Sherbourne Street TORONTO



The Just Wright
MADE IN U.S.A. SHOE

“Club” No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
¾ Newark Heel. Sizes C 5 to 10½, D 5 to 10½.

Stock No. 207—Same in Tan.

Stock No. 208—Same in Nut Brown.

You have a RIGHT to a good profit, and you will get what you are entitled to when you sell the

“JUST WRIGHT” SHOE

No slow sellers with the “JUST WRIGHT” label on—you don’t want them, and we don’t make them.

“In Stock” at St. Thomas

Have you got our “In Stock” Catalog?

E. T. WRIGHT CO., INC.
St. Thomas, Ont. Rockland, Mass.



BELL'S "UNLOCKED PROCESS" SHOE

Are you interested in the best method of Shoe construction ever devised ?

Frankly you cannot afford to overlook an investigation of its merits.

It is the only Shoe known that will give the foot perfect exercise, muscle development, good blood circulation, health and life.

It is the only Shoe known that gives perfect body weight balance, and is so constructed that it supplies a constant "Uplift" to the Shank, combining the advantages of an arch support, with the ease and comfort of a cushion.

Scientifically built on Anatomical Lasts.

Do not let it get by you.

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"

“Astoria”

“Liberty”

Goodyear Welts For Men

THE HONOR-MADE SHOE



A commanding position in the Shoe Trade of Canada has been earned by “ASTORIA” and “LIBERTY” Shoes. In every section of Canada these shoes have loyal friends, who are convinced that better shoes cannot be procured.

Consequently, “ASTORIA” and “LIBERTY” are good lines to sell. There are so many “walking and talking” advertisements that their selling is made easier. And then they have such a distinguished appearance, are so perfectly formed and finished and give such satisfactory fit and wear, that they are reckoned among the certainties of the trade.

See the New Spring Range

SCOTT-CHAMBERLAIN

LIMITED

LONDON

ONTARIO

“CLASSIC”

Women's Shoes

Build up a progressively profitable trade in Women's and Children's Shoes by handling the CLASSIC Line.

CLASSIC Shoes have the style, the fit, and the quality that make perfectly satisfied customers.

When you place your order for CLASSIC Shoes you are taking no chances, but are getting in a line that has “made good” in an unusual degree, and which has firm friends and fervent admirers in every section of the Dominion.



Children's Shoes

In the CLASSIC Spring Range that our travelers are now showing, you are offered the very widest selection of styles.

The range contains something to suit everyone, and furnishes you with the opportunity to choose a stock that is really comprehensive.

And as for values—compare CLASSIC GOODS AND PRICES with anything you know, imported or domestic. That's the proof. We know our values are *supreme*, and comparison will make it just as clear to you.

*The shoes
that have
supplanted
Foreign
Footwear*



See the “Classic” Salesmen

GETTY & SCOTT, LIMITED
GALT ONTARIO



The First Whisper of A New Shoe Style

is caught by the Regal Shoe Stores in London and New York.

As a result we can reproduce the pre-advanced custom lasts from three to six months ahead of other manufacturers.

That's why a new shoe style is "In-stock" with us almost before it's "In-fashion."

35 Regal Shoe Styles

are **always** in stock for immediate delivery as the Regal service contemplates **shipping every order** the same day as received.



Regal Shoes are Made in Canada. Only one dealer in each town receives a Regal selling franchise. If not already taken for your locality, write to-day for our plan.

Regal Shoe Co., Limited

IN-STOCK DEPARTMENT

102 ATLANTIC AVENUE

Toronto - Ontario

“The Shoe of Refinement”

THE **HARTT** SHOE

Lieutenant Last,
One Of Our Four
New Ones For
Spring 1916



Its appeal is to the highest class trade—to the men who appreciate dignified distinction in footwear.

You can get a good price (and a good profit) for the Hartt Shoe, for the simple reason that it is worth the money—and looks it.

The Spring Range now being shown is a wonderful exemplification of the **fact** that the highest grade shoes not only **can be**, but actually **are** produced in Canada.

Be sure to examine our “Gold Medal” Line.

THE HARTT BOOT & SHOE CO., LIMITED

“Canada’s Best Shoemakers”

FREDERICTON, NEW BRUNSWICK

Quality, Value and Variety in the Brandon Spring Range



“LIPTON”

Plain, sensible lasts, but smart and stylish all the same. Shoe styles to suit the times.

“BRANDON”

“MONARCH”

“DR. BRANDON”
(CUSHION SOLE))

A new feature in the Brandon range is our

“BOYS’ HOME GUARD”

A shoe for young Canada, made up in high-grade calf leather, and a shoe that has no superior in style, fit and durability.

Don’t fail to see the BRANDON range---the most complete and effective assortment of stylish shoes for men and boys.

21
DAYS

SEND US YOUR RUSH ORDERS.
DELIVERY GUARANTEED WITHIN
21 DAYS.

21
DAYS



The
BRANDON

SHOE CO., LIMITED

Brantford
Ontario



BOYS’
HOME GUARD

COMFORT, SAFETY, SERVICE

FOUND IN OUR LASTS

“DOCTOR’S” and “PROFESSOR” SHOES

The legitimate “kick” so often registered against even the best of the ordinary lasts will never be raised against “Doctor’s” or “Professor” Shoes.

These well known shoes, with their patented health features, are made on sensible lasts that conform perfectly to the contour of the human foot.

Most foot troubles are due to the use of lasts that press the foot into unnatural shapes. All these troubles vanish when either the “Doctor’s” or “Professor” Shoe is worn.

Your Jobber Sells Them

Ask him to show you our line for Fall. But be sure you get the original and genuine shoes, for there are patented features of construction in both “Doctor’s” and “Professor” Shoes that are most valuable aids to complete foot ease.

Imitations may look something like the genuine outwardly, but inwardly they are in a class absolutely by themselves.

Doctors
ANTI-SEPTIC
SHOE
PAT 1906 1909
NON
PERSPIRO



*THE
Professor*

PAT. NO. 119409
GOLD CROSS
SHOE

MADE EXCLUSIVELY BY

The Tebbutt Shoe & Leather Co., Limited

THREE RIVERS, QUEBEC

Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.

United Shoe Machinery Co. of Canada

122 Adelaide St. W.,
TORONTO

MONTREAL
QUE.

492 St. Valier Street,
QUEBEC





"MURRAY-MADE" "DERBY"

SHOES FOR MEN

A splendid range of the smartest new lasts, selected also for their comfort-giving features. Stock the "MURRAY-MADE" and "DERBY" for your men's high-class trade, and your trade will increase to a certainty.

Our men's range consists of 125 lines to retail from \$3.50 to \$6.00, including 4 brand new lasts in Goodyear Welts.

\$3.50 to \$6.00
RETAIL

"LONDON LADY"

The Women's Shoe of Quality

A splendid assortment of Women's McKay sewn shoes from our newly reorganized and extended Women's McKay department, to retail for \$2.50 upwards.

See the Murray Salesman

The

Murray Shoe Co., Limited

London

Ontario

MONTREAL BRANCH

Read Building, St. Alexander and Jurors Streets





No. 2220
Men's Derby Colt Blu.

McCREADY SHOES FOR SPRING



No. 2834
Women's Derby Colt But., Cloth Top

—Have You Ordered Yet?

IF NOT—

you are overlooking the most up-to-date and best selling line in Canada.

When we say this we are not making an idle boast, but are able to back the statement by facts.

Is there another shoe organization in the Dominion behind which there stand three immense factories, each one specializing in the different branches of shoe-making?

McCREADY shoes have this advantage over every other made-in-Canada shoe. Don't you think there is bound to be a difference?

There is—In the Spring range travelers are now showing, you will find your every demand answered. Style, tone, appearance, wearing qualities and price are only a few of the many qualities featured in the McCREADY line.

Therefore, it is to your great advantage to investigate the McCREADY Spring range—at once.

McCREADY SHOES

Quality First, Last and Always

LIFE-BUOY
BRAND



RUBBER
FOOTWEAR

Our Branch Warehouse stocks of Rubber Footwear have been replaced during the summer with entirely new and complete stocks in all lines.

If you are not prepared for the first Fall Sorting, let us have your order now.

We will be in a better position than ever this season to look after your prompt sorting requirements and can ship first train after receipt of your order.

The Kaufman Rubber Co.

Limited

Berlin, Ontario

TORONTO
76 York Street

LONDON
342A Richmond Street

OTTAWA
282 Wellington St. E.

MONTREAL
310 Craig St. W.

Address orders direct to Factory
or Branch Warehouse nearest you.

SUPERIOR



QUALITY



Columbia Counters

Here's a Counter that has outworn the shoe! How many of the fibre counters that you now use can you guarantee to outwear the shoe?

The economic value of using a counter that's guaranteed to outwear the shoe is an asset that you cannot afford to overlook.

A factory making men's welts (name on request) has used on an average of four thousand pairs of Columbia Fibre Counters per day for nine months, and not a shoe has been returned.

Columbia Counter Company

347-349 Congress St. BOSTON, MASS.

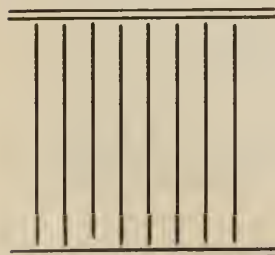
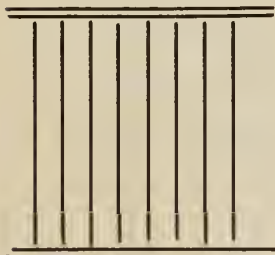
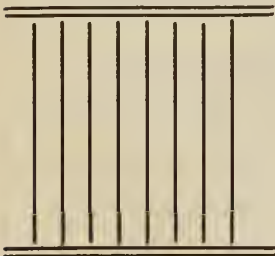
CANADIAN REPRESENTATIVE

MONTREAL

G. J. TRUDEAU, 365 Ontario Street East

ST. LOUIS—Patton-Korndoerfer Leather Co., 16th & Locust St.
SAN FRANCISCO—N. W. & A. L. Freidman . 717 Market St.
CINCINNATI—Geo. H. Mugavin Co. . . . 117 Sycamore St.
AUSTRALIA—H. J. Herbert & Co. . . 9 Hamilton St., Sydney
CUBA—Pedro Gomez Cueto Co. . . . Teniente Rey 19, Havana
and New York, 127 Duane Street

PHILADELPHIA—Granville S. Brotherton . Burlington, N.J.
ENGLAND—Albert Pemberton & Co., 17 Belvoir St., Leicester
BUENOS AIRES—Alex R. Zoecola . Calle San Martin No. 424
ITALY and SWITZERLAND . . . Victor De Sanctis & Co.,
Piazza Di Stagna No. 60, Rome



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 him self 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 ADAMS SHOE COMPANY, Limited

Specialists in Misses',
Children's and Infants'
Footwear



252

Box Calf Shoe, Lad's, Whole Quarter, Slip Sole.
Hooks, Last 24, E. Width

5—7½	152	\$1.30
8—10½	252	1.55



9060

Dongola Shoe, Patent Tip, Slip Sole, 20 Last,
E. Width

4—7½	7060	\$1.20
8—10½	8060	1.45
11—2	9060	1.75

In Stock NOW
for Immediate
Shipment.



5110

Patent Button, Cloth Top, Last 24, Turn E. Width

2—5	4110	\$1.00
4—7½	5110	1.25

Every Pair Guar-
anteed for Work-
manship and
Material.



5020

Dongola, Patent Tip, Whole Quarter, Last 24,
Turn E. Width

2—5	4020	\$.80
4—7½	5020	1.00

Union Shop No. 69.
The only union shop
in Canada specializing
on Misses' and Child-
ren's High-Class
Shoes.



3920

Box Calf School Shoe, Solid Leather, Last 20,
E. Width

4—7½	1920	\$1.30
8—10½	2920	1.55
11—2	3920	1.90

TERMS

Two per cent. 10 days
first following, or Net
30 days first following.



3960

Patent Leather Dress Shoe, Cloth Top, Slip Sole,
20 Last, E. Width

8—10½	2960	\$1.55
11—2	3960	1.90

The ADAMS SHOE COMPANY, Limited
533 COLLEGE ST. TORONTO



28 "Service" Branches Throughout Canada

Canadian Consolidated Rubber Co. Limited

MONTREAL, QUE.



WINTER TIME

IS

FELT FOOT

TIME

SLIPPERS FOR HOME AND FIRESIDE



Canadian Consolidated Rubber Co. Limited

MONTREAL, QUE.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

Published Twice a Month

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ACTON PUBLISHING COMPANY LIMITED

MONTREAL
13 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

A PROMISING FIELD

A Market for Canadian Shoes in Great Britain—Needs Outside Help to Make Shoes as Well as War Munitions—Shortage of Hands and Great Demand for Military Boots

WHILE our shoe manufacturers are complaining of slackness of regular trade, especially in staple lines, there would appear to come the "Macedonian cry" from the old land, "Come over and help us." Several attempts have been made in times past to interest English buyers in Canadian shoe products with more or less success, perhaps with emphasis on the "less." About twenty-five years ago Mullarky & Co., of Montreal, agitated the question of the manufacture of shoes in bond for export, suggesting the rebating of duties on materials required for such shoes. Mr. P. Mullarky, who has been dead these many years, was reported at length on the proposition in the SHOE AND LEATHER JOURNAL of April, 1890, and considerable interest was taken by the trade in the question. The firm made some attempts to secure business, but the results did not seem to bear out all that was promised in Mr. Mullarky's optimistic prognostications. Somewhat later attempts were made by Canadian firms to get a foothold in Britain but these were both desultory and discouraging.

In our last issue we quoted from a letter received by a large leather concern in Toronto in which a well-known English buyer remarked upon the splendid opportunities afforded by the present situation in Great Britain for the opening up of a large and paying trade in shoes. On the very day the letter came in a representative of the SHOE AND LEATHER JOURNAL was talking to a prominent leather man just returned from England who volunteered the information that if he were a shoe-manufacturer he would make a "bee line" for the "old country" and get busy with British trade. He said:

"My observations while over there are that the shoe manufacturers of England have more orders than they can fill. This comes about on account of their having to make military boots and therefore neglecting the custom trade. Also they are finding it difficult now to get labor enough to manufacture the military requirements. The opportunities in England to-day for Canadian shoe manufacturers were never better, both for men's and women's shoes and all that is required of our Canadian manufacturers of shoes is to go over and get busy himself. The English shoe manufacturer to-day is only making the shoe which pays the best, and all other orders are being neglected. There is more than enough business to be had to fill a good many of our largest factories here."

This testimony from a Canadian who has been in intimate touch during the past two months with British shoe and leather conditions, added to that of the English leather buyer quoted in last issue, ought to be worth the serious thought of the Canadian shoe trade. We shall be glad to furnish the names of either of those quoted to anyone requiring them.

PRACTICAL HINTS ON HANDLING COMPLAINTS

Regular Customers are Too Valuable to Lose Without Giving Full Consideration to Their Grievances—Many Kickers Can be Sent Away Satisfied by the Exercise of Tact, Good Nature and Common Sense—What Inquiry and Explanation Will do in the Arriving at an Understanding

The manager of the first store in which I held a position used to say that a customer with a complaint should be given more attention than one who wished to purchase a pair of shoes.

It may be difficult to get some merchants to agree wholly with such a statement, but there is no doubt that the advice



—to give full attention to complaints—is worthy of emphasis. Regular customers are altogether too valuable to a store to run chances of losing them by not giving full consideration to their “kicks.” A shoeman recently stated that he would give five dollars a piece for new regular customers, and I don’t think he was placing the value of the average general patron too

high. Estimated on this basis the retailer cannot dodge the fact that it is good business to make good any justifiable grievance, even if it means a temporary loss on a deal. The small loss is usually compensated by the future trade secured.

Many Complaints Not Justified

It must be remembered, however, that a good many complaints received in the retail store are not really justified. This is more true in the footwear line than in probably any other. Many people seemingly look for shoes to last forever. When they buy a new hat or a pair of gloves they expect them to wear out within a reasonable time, but with shoes that get much more wear, strain and stress, their expectations seem to be altogether different. They come back with a demand for a new pair quite frequently when they have no reason to do so. The boot man must, therefore, make a study of complaints because the loss of profit by giving a new pair of shoes is too large to be encountered often. The grocer may make good a complaint on a can of salmon or a package of raisins, because it will not cost him much to do so, but it is different with shoes. Thus, the necessity of studying how to handle shoe store kicks.

One thing I find that has caused a good many complaints in recent years is the lack of consideration by many customers of the fact that leather and shoes have taken a big jump in price during recent years. They come in and purchase shoes at the same figure as they used to pay years ago and, when they do not get as long wear out of them as those previously purchased at the same price, they are up in arms. To such customers it should be explained carefully that shoes, like other commodities, have advanced very much in price in recent years and to get similar quality they must pay a higher price.

Heading Off Complaints at Time of Sale

The old proverb about “an ounce of prevention being worth a pound of cure” is a good one for the shoe retailer to follow, and would mean a big saving and the retaining of many customers lost because of complaints they imagine just, but which are not. Cheap shoes should not

be sold without a warning that they cannot be expected to give the best of wear. It should be impressed upon customers that to get a real good boot, a fair price must be paid.

Shoes should not be sold that the salesman knows are not suited to the customer. How frequently will a clerk sell a shoe that is really too short for the customer to wear, with the result that the lining puckers up and tears at the heel or toe. In the same way broad feet are often squeezed into narrow lasts with the result that the shoe breaks and a complaint follows. Care at the time the sale is made will often prevent such mistakes.

It is well to inquire into the usage that a boot has undergone when a complaint is registered. Quite often, with working boots, for instance, a customer will be engaged in some new line of work that wears out footgear quicker than their previous employment. I recall one case where a farmer made a complaint regarding a pair of boots. He had been buying a certain class of brogans for some time and said that this particular pair had not worn one-fifth the time the others had. He thought he should get a refund. On enquiry I found, while previously he had been engaged in ordinary farm work, that the last pair of boots had been used in working in cinders. Their short life was thus explained, because cinders are exceedingly hard on leather, especially when you are working right in them. I explained this to him fully and in such a way as to convince him that it was not the fault of the boots.

I recall another case where I sold a pair of heavy rubber boots to a man in November. They were a good pair, too—selling at \$3.00. He came back a week or so before Christmas with the soles all worn off them. He had been used to getting a winter’s wear out of a pair, and when they only lasted a few weeks he naturally was incensed and thought he had good reason for complaint. I certainly agreed with him immediately that he should get more than a few weeks wear out of a pair of such boots. That put him in a pleased mood. I then began to inquire as to what usage he had given them, and found that he had worn them on a hunting trip in a rocky section of the country, where there had been no snow. Rubbers could not be expected to stand long tramps over rocky country. I tactfully pointed this out to him and suggested that leather boots would have been the proper thing to wear. He agreed with me, but just to show him my sympathy I sold him a \$2.75 pair for \$2.00. That pleased him and I think that the 75 cents thrown off was a mighty good investment, as from then on we got all his trade.

Some Causes of Trouble

Perspiration is the destroyer of a good many shoes. How often will a customer come in with a shoe broken at the side of the toe, seeking redress, when you can see by the condition of the leather around the point of breakage that it has been destroyed by perspiration. Such persons can generally be satisfied, because they have usually had the same trouble with other shoes.

Patent leather shoes are another source of considerable trouble, but this can be avoided to a large extent by making it known when the shoes are sold that all shiny leathers are liable to crack, peel or craze, and giving some hints on how they should be cared for in order to preserve them.

One of the worst kicks that the shoeman has to contend with is from customers who have burned their shoes from artificial heat. Experience in a town where we had the trade

(Continued on page 50)

REFUNDING THE CASH ON RETURNED SHOES

One Firm Contend That it Has Been the Secret of Their Success and Won Them New Customers on All Sides—Another House Declare Such a Policy Shows Poor Judgment, Lack of Business Ability and Opens the Way for All Sorts of Losses and Troubles

"Money cheerfully refunded—no questions asked."

This is the sign which adorns the walls of a leading eastern shoe house.

"Do you find it pays you?" asked the **SHOE AND LEATHER JOURNAL**.

"Most certainly," exclaimed the proprietor, "if it did not, do you think I would leave it there? Why, the very fact that people, if they do not get satisfaction, can get their money back, has built up my trade to its present gratifying proportions. Many supersensitive persons, when they buy shoes which do not meet with their approval or give them comfort, will endure pain or disappointment rather than return them, because they believe that the retailer will only try to foist another pair upon them; or if they request that their money be refunded, they will be subjected to all sorts of inquiries and made to feel like 'thirty cents.' Sooner than undergo such a proceeding they keep the shoes, but mentally vow they will never visit that establishment again.

"Now, in my case, I have no such rigid rules. If a person brings the shoes back—providing they are not soiled I ask no questions, but immediately look up the sales slip, walk to the till, get out the amount of money, and hand it to the customer with a smile, stating pleasantly that I hope the next pair she gets will satisfy her, or that we may be able to serve her to better advantage on some future occasion.

Prompt Refund Invites Confidence

"Many persons who have valid reasons for returning the shoes will then tell me quite frankly and freely just why they cannot keep them. You may ask if I am not imposed upon in certain instances by fickle-minded women or bargain hunting busybodies. Yes, perhaps I am, but I find that human nature is generally kind and appreciative, honest and generous, and that the person who does the right thing seldom suffers from its performance. Of course, many establishments advertise that they give the money back, but return a pair of shoes. You will find that the proprietor or a clerk gets busy endeavoring to convince the customer that something else is just as good, or that such a style is what he or she needs, or that they were not properly fitted, or by waiting a few days, when some new goods will arrive, everything will be made all right, etc.

"Such houses will do anything rather than hand a patron the amount of the purchase money. If you are going to do anything in this world, do it willingly, quickly and cheerfully—not grudgingly, slowly and ungraciously. A smile wins every time against a frown, and a pleasant word will accomplish wonders against an indifferent manner or a cold disposition.

"Now, you have my side of the case. My shoe business increased last year in spite of the war, and I attribute it to the fact that I endeavor to give any and everybody a fair, square deal—full value for their money. If they do not think they have got an adequate return at the time of purchase, they are at perfect liberty to bring back the shoes and walk away with the cash. I may say that I have not had half-a-dozen instances of people imposing upon me during the past year, and my system of "Money Cheerfully Refunded—No Questions Asked," in case the goods do not meet the expectations or requirements of the buyer, is winning new business for me every day."

The Open Door for Impositions

This is the side of a business man who has made a success of such a policy, and a little further down the street the **SHOE AND LEATHER JOURNAL** dropped in to see another

retailer, who, when asked if he refunded money in case of dissatisfaction, sharply replied—

"No, I would be an easy mark to do so. I am not running a department store here. My goods are confined to the one line—shoes—and I have to make my living out of that line. It may be all right for department stores to hand back money to a buyer. They know full well that as soon as a lady gets the cash from the adjustment bureau she will, in nine cases out of ten, spend it on something else before she leaves the establishment. There are so many so-called bargains and tempting displays of all lines of goods on every floor that she cannot resist parting with the wherewithal that has been refunded.

"But I am not conducting a department store, as I said before. I pay out ten or fifteen dollars every Saturday for extra help—that is our rush day—and if I advertised money back, I suppose that half of the people would come in here on a Monday or Tuesday and seek to undo all that we accomplished on Saturday. Where would my profit come in?

"Of course, if a shoe is faulty in construction and the difficulty cannot be remedied by repairs or by supplying a new pair, that is a different matter. The only instance where I return money is when I have not the proper size and width, and nothing else in the shop satisfies the lady, who cannot wait until I get in a new pair to fit her. In that case, of course, I must return the money, but in other instances I think I can convince you that my attitude is right.

Don't Do Business That Way

"Supposing a girl comes in here on a Saturday afternoon—buys a pair of kid button shoes and takes them home. Her brothers get laughing and poking fun at the new creations, telling her they make her look flat-footed, lop-sided, club-footed, web-footed, etc. They perhaps play upon her imagination until she gets restless and actually believes what they say. She will come back to the store and want a return

Seasonable Shoes

The distinction of high-class exclusive workmanship—the assurance of knowing that the style is correct beyond the question of a doubt—the merit of select and durable materials—the economy of a reasonable price. All these features are included in the new shoes we have to offer for fall. See them in the window, or better still, come in and try on some.



Foster's Shoe Store

A DIGNIFIED AND ARTISTIC USE OF TWO COLUMN SPACE BY AN ALERT MEDICINE HAT FIRM.

Johnston Leads Them All

FOR QUALITY STYLE AND PRICE

WE LEAD THE PROCESSION: See Our Windows for Bargains

MEN'S CALF AND KID SKIN LACE BOOTS—Light or heavy soles. Tomorrow, per pair: **2.50**



LADIES' \$5.00 TAN CALF BOOTS—Button or lace style, high or low heels, new shapes, perfect fittings. All sizes. See per pair: **1.50**



MEN'S CALFSKIN L.A.C.E. BOOTS—Good soles, neat shapes. Also a line of sample shoes in tan or patent. Any pair: **3.00**



LADIES' CALF OR KID LEA. OR BUTTON BOOTS—Made with high or low heels. Some good patterns here. Any pair: **2.00**



Dozens of styles in Men's \$5.00, \$6.00 and \$7.00 Shoes, new Fall styles, new shapes. Black calf bladders, calfskin, buttoned, tan calf buttons, patent buttons, and many others. All sizes. Choice of any pair tomorrow—**3.50**



LADIES' BLACK CLOTH TOP BUTTON OR LACE BOOTS, in gunmetal or patent with plain or cap toes, high or low heels, all sizes. Regular \$5.00, for—**2.50**



LADIES' MILITARY BOOTS, fawn or grey military cravenette tops, Cuban or spool heels, all sizes. Values to \$5.00, for, per pair, **\$2.00**



LADIES' NEW FALL SHOES, in calf and French kidskin and patent, button or lace. The new shapes. Values to \$5.00 for, a pair—**2.50**



Johnston's Big Shoe House Limited 417 HASTINGS STREET WEST

A STRIKING AND FORCEFUL ANNOUNCEMENT OF A LIVE VANCOUVER SHOE FIRM

"I might go on and point out many other instances of how refunding money does not work out to the advantage of the average retailer, except in cases where he cannot give the exact size or style, or the woman cannot wait for it to be obtained from the manufacturer or wholesaler. Why, it was not so long ago that a certain married woman came into the store carrying a \$3.50 pair lace McKays, with drab cloth quarters that she had obtained the previous day. She told me that she found she could get along very well without them, and, on second thought, that she should not have bought them. She also complained of being hard up financially. As she wore a sort of cast-down expression and as it is war year and some families have not any plethora of coin, I took pity on her, for she naturally worked on my sympathies. I thought, perhaps, that she and her husband had had a falling out over the transaction, and I returned the money, although telling her that it was not my practice to do so.

Parading Poverty As an Excuse

"If she had gone out it would have been all right, but after getting the collateral she told me, without any prompting on my part, that she thought she would go down town to the shoe section of a department store, where they were advertising some bargains, and could possibly get something for less money.

"I then told her in pretty pointed language what I thought of her, pointing out that she had got the money back and returned the shoes under false pretences—in plain language—lying. I am afraid I lost my temper, but that class of people is no good to the retail shoeman. I remarked that she need not enter my shop again, that people who lie either by word or action would even steal, and I was glad to be rid of such impostors as she had proved herself to be. She observed that she had never looked at it in such a light before and that her husband bought his shoes from me, etc. I informed her that her husband was no doubt a gentleman, but that she certainly was no lady, to represent she wanted the money back on the ground of distress, and then turn around in the very next breath and declare the plain truth that it was to pander to her bargain-hunting mania, and rush around with a crowd who, butterfly-like, flutter here and there, and never get very far in the matter of saving money or securing good values.

"I could give you many instances of what a weak, senseless, boomerang policy it is to refund money, on the broad general principle that some establishments do. I have been in business here four years, and in all that time, have not lost a dozen customers by the principle I have adopted."

of her money. I tell her 'No,' we do not do business that way—that when she purchased the footwear she was perfectly satisfied at the time, knew her own mind, and had decided upon that particular last or style. Then I add—"If you do not like the present shoes, if they do not satisfy you, we will let you select any other pair in the store, or will gladly obtain whatever kind you desire. But we cannot refund the money simply because you have had an after-thought or some people have been belittling your choice. We have given you good value."

"Then again, there is a class of people who, if they thought they could get their money back, would come to me every second or third week to buy a pair of shoes just for the sake of going through the experience of indulging in 'shopping.'

"Here is another case that is likely to arise. Miss J—comes into my store and purchases a pair of gunmetal pumps, number 3½, D width, with spool heel and small jet ornament. She goes home and finds that her girl chum, Miss R—, has been to another establishment and secured a pair of bronze kid, three-strap slippers, with Louis heel, and at the same figure as she paid me—\$4.50. Miss J. takes quite a fancy to the bronze kid slippers and walks in next day, stating that she wants her cash back. The calf pumps do not suit her, because she has seen something she likes better. I tell her 'No,' we do not conduct business in that way, that at the time she purchased she had no complaints to make, and if we gratified every person who happened to be constantly undoing what we had done in sales. I add that if she does not like the pair we will let her select anything else in the shop, or will endeavor to secure footwear similar to what her friend Miss R. has—that we gave her good value, that the shoes fit her and that we cannot make refunds, simply to minister to a whim of caprice.

JOHNSTON & MURRAY

St. Thomas London

All Between Display

May We Have the Pleasure of Showing You Our New Fall Models in Foot-Wear. Novelties are Still the Predominating Feature to Match "My Lady" Gown. We have them in the Military Cuts—and the Latest New York Designs.

FOR MEN

Gunmetal Patent, Field-Buck the new cut, low calf and other low or high-top for rough weather wear, in other styles or low cut, calf or buck, made especially good. \$1.99; \$2.49; \$2.99; \$3.49 and \$4.99

Have you obtained the big gun value obtainable at any price.

FOR WOMEN

It's Great Boots, Slippers, Dress Shoes, Women's Wear, Shoes for Drive, Shoes for every occasion. Handmade English or last leather.

Red or high toes or The new Cuban, Spanish, Larch and Street Shoes.

Convenient size, Durable and Serviceable. The newest, the most stylish, the best.

JOHNSTON & MURRAY

"THE BIG SHOE HOUSE"

St. Thomas London

AN ORNATE ADVERTISEMENT OF WESTERN ONTARIO FIRM. IT WOULD BE MORE ATTRACTIVE WITH FEWER CUTS

SHOEMEN MAKE APPEALS FOR MORE TRADE

How Several Representative Retailers Tell the People About New Styles in Footwear and What They Carry to Minister to Their Comforts—Bright, Instructive Announcements Made in the Press—Pertinent Remarks on the Value of Newspaper Space and Power of Publicity

"The only institution that can make money without advertising is the Mint." This was a statement of the late William Ewart Gladstone, the "Grand Old Man" of Great Britain. And other equally veracious epigrams on profitable publicity have been uttered by persons of less prominence.

It is an exception which generally proves the rule, and there are some shoe stores, which, by reason of special circumstances (and by the way, they must be extraordinary), have succeeded without spending any money in publicity. Nine-tenths, however, of the most successful retail footwear establishments found to-day in any city, town or village, do advertising in some shape or form. It may not be by the use of the newspaper columns, but it is possibly through cash discounts, booklets, dodgers, sign boards, mile posts, blotters, calendars, writing pads, button hooks, shoe horns, paper cutters, pocket knives, voting ballots, guessing contests, or premiums of sundry shape and sort. Every sane man believes in some form of advertising. He may not admit it off the bat, but just the same, if he did not believe that favorable mention of himself, his store or his stock, carries a good deal of weight and influence then he should never have a sign hanging out in front of his shop; his name printed on wrapping paper, paper bags, shoe labels, soles of shoes, etc. By so doing, he tacitly admits the value of placing his name and business before the public.

Give Some Thought to Your Ad

Now, as to the most effective and remunerative means of advertising, the SHOE AND LEATHER JOURNAL believes that, coupled up with original and striking window trims, the use of the daily and weekly press brings as gratifying gains, as any other medium. Attention must be given to the caption, wording, lay-out, illustrations, balance, and general outline of an advertisement. Like a well-kept stock, it requires care and attention. No slap-dash, throw-it-together, get-rid-of-it announcement is ever going to arrest interest, create a stimulus to buy or bring direct results. The majority of shoemen who spend the specie and notes of the realm like to have a neat and well displayed advertisement, one that is not only a credit to the paper, but to themselves, in order to educate and impress the people.

In the matter of preparing an ad, shoe retailers have found that the local publisher, or the advertising manager of a paper is only too willing to offer advice or present suggestions. By working in close harmony and co-operation with the publisher, the advantage is mutual. A great deal might be said on the subject of ad writing, the interest of a catchy or original heading, the advisability of using smart illustrations, the need of a plain, straightforward and simple announcement, the advantage of quoting prices, and the wisdom of not crowding a limited space with too much matter. Plenty of white around the context and between the heading and sub heads adds very much to the impressiveness and distinctiveness of an announcement. The average reader is too busy to plough through a maze of statements and explanations, or a conglomeration of ideas. Be direct, pointed and brief. It is often well, in connection with a new style of shoe, to give a short, bright description of its leading characteristics, the leathers in which it comes, an indication of the range of prices, etc.; or if putting on a special sale, offering some snaps, clearing out certain lines, etc., tell readers frankly and earnestly about the rare opportunity. Don't be bombastic, boastful; or prosy. People want in-

formation. They desire to know what a store has to offer, and a little foreknowledge is a wonderful help in purchasing, while a well worded, open, straightforward announcement invites confidence.

Advertising will never sell shoes of its own accord; it will bring people to the store, and upon the selling, serving, value, fitting and stock of the establishment depend present and future transactions.

It should be remembered that unless it is a case of bargain rush, direct onslaught on prices, a fire sale, assignee's sale, etc., whereby a crowd of the always-looking-for-something-cheap is on hand, there is no way of keying or tabulating the exact results of a publicity campaign. The number of customers brought to your establishment cannot be set down in so many figures. No one can tell how much certain people or their friends are influenced by what they have seen in your announcements, or how sub-consciously they move toward your store.

How They Appeal for Business

Advertising pulls gently, but steadily. The "pull" cannot be reckoned in a lump sum, it being like the atmosphere, ever present, but intangible. It is impalpable, in much the same sense as good-will, an honorable name, an untarnished reputation, or a high standard of service and efficiency. You cannot compute the value of these in dollars and cents, yet all recognize their worth and importance.

How many live shoemen in all parts of Canada use the daily and weekly press, and how they exercise supervision in the matter of their announcements is revealed at a glance. Here are some of the selling talks presented by a number of leading footwear houses in various parts of the Dominion. Many of these phrases may be employed by other shoemen in connection with their advertising, either in the newspapers, booklets, leaflets, or other literature.

How much better able are you to work if unhampered by the pain of ill-fitting footwear. So much depends upon the careful selection of your shoes. Buy a shoe that neither cramps nor is too loose.—R. Andrew & Co., Nelson, B.C.

* * *

The new Cole's Shoes are here ready for your inspection. You are cordially invited to come and look. We have handled shoes for some time, but never before have we shown such a beautiful variety as we are now offering. Every new style that is worthy the name is on our shelves.—Cole's Shoe Co., Brantford, Ont.

* * *

That a Shoe Can Be Attractive for a reasonable price, is a fact well established here. Some ask much more for fashionable boots that are no better, no prettier, no longer wearing, no more comfortable than ours. If you will let us show you our shoes and quote prices then you can make a comparison.—R. W. Croskery, Perth, Ont.

* * *

Style, Quality, Fit, express best our shoe offerings. The predominant style for this fall is the plain black high shoe in either the button or lace. Our shoes please your fancy and promote comfort.—The Ryan-Devlin Shoe Co., Winnipeg.

* * *

The comfort you have longed for you'll find in this shoe. Made of fine kid, blucher, low heel, heavy flexible

LAST CALL FOR

NICKLE'S ANNIVERSARY SALE

SATURDAY night will see the wind-up of NICKLE'S BIG ANNIVERSARY SALE. A sale that will be remembered by the buying public of Calgary and surrounding country. Prices have been cut lower than ever for Saturday. We have no cheap sale shoes to fool you with—but all good, high grade snappy footwear direct from the factory.

ATTENTION!
500 Pairs Women's Tan Button and Lace Boots. Regular \$4.50. Saturday **1.45**

EARLY BIRDS
This COUPON is GOOD for 50c on any purchase of \$3.66 and over, if made between 7 a.m. and 11 o'clock noon, Saturday, September 15, at NICKLE'S Boot Shop. One coupon to each customer, only.

WOMEN'S PATENT CLOTH TOP BOOTS.....	\$3.45
WOMEN'S KID BUTTON AND LACE BOOTS.....	\$2.45
WOMEN'S PATENT BUTTON AND LACE BOOTS, Sand Top.....	\$3.45
LITTLE GENTS' BOX KIP BOOTS, 8 to 10½.....	\$1.45
WOMEN'S PATENT BUTTON CLOTH TOP BOOTS.....	\$3.95
WOMEN'S TAN BUTTON AND LACE BOOTS, 2 to 4.....	\$1.95
CHILD'S KID BUTTON AND LACE BOOTS, Sizes 1 to 10½.....	95c
BOYS' SOLID CALF SCHOOL BOOTS, Sizes 11 to 5.....	\$1.95
MISSIE'S KID BUTTON AND LACE BOOTS, 11 to 2.....	\$1.50
CHILD'S TAN AND BLACK LACE BOOTS, 1 to 7½.....	75c
MEN'S BOX KIP BOOTS, Regular \$4.50.....	\$2.65
MISSIE'S GUNMETAL BUTTON BOOTS, 11 to 2.....	\$1.95

NICKLE'S BOOT SHOP

FOSTER'S OLD STAND--240 EIGHTH AVENUE WEST

HOW CALGARY FIRM ABLY FEATURED ITS ANNIVERSARY SALE.
NOTE THE SNAPPY ILLUSTRATIONS.

soles as illustrated. Sizes 2½ to 7.—J. A. Wiggett & Co., Sherbrooke, Que.

'Tis time to think of fall shoes. We open the new season with an elegant range of reliable footwear for the whole family.—Scotia Shoe Co., New Glasgow, N.S.

You can always depend on the little folks getting "just the shoe" at our store. The largest stock in the city. Slipper soles—we have them in all sizes for men, women and children.—Harley Henry, Saskatoon, Sask.

Styles for fall and winter in stock—now! The last word in fashion, fit, and comfort. Meet successfully the ever shifting demand of the world's fashion centres. An infinite variety of styles for all ordinary occasions. Many exclusive designs for extraordinary use.—T. Larsen & Co., Ltd., Halifax, N.S.

Distinguished style and beauty are apparent in every pair of the new fall shoes. What is style? It is that difference between what was worn last season and this season. Our shoes will meet every demand of either style or service.—Royal Shoe Co., Saskatoon, Sask.

Mid-week Footwear Specials are becoming very popular, and each week sees a larger attendance. This week-end we offer some very fine values in Fall Footwear. Note the prices carefully.—Pocock's, 296 Portage Ave., Winnipeg.

Don't spoil the effect of your new fall suit by wearing shabby or ill-fitting shoes. Our prices range so that every one may be suited in price, fit and style. Special care given to children.—Dowling & Creelman, the Shoe Men, Brandon, Man.

Men's Shoes in a great number of styles and prices. We fear no loss of sales if you will compare our shoes with

other dealers. The lower price we quote is your gain.—N. Bergeron, Nanaimo, B.C.

Our semi-annual sale is nearing its great finish. What we want to do is to sell all Summer Shoes. The prices we get do not matter. We would almost rather give the shoes away than carry them on our shelves for another season.—Graham's Shoe Store, Burlington, Ont.

Cheap shoes never save you any money. In the end they cost you far more than they are worth.—Clark Bros., Grand Forks, B.C.

New Footwear. See the new Bell design and you will know why it is regarded as the artistic and stylish shoe of to-day.—Maley Shoe Co., Smith's Falls, Ont.

Special at Kelly's: 52 pairs of Boys' Box Calf Laced Boots, sizes 1 to 5, \$2.50 value at \$2.00—Kelly's, Brockville, Ont.

Donnez-vous rendez-vous à notre magasin pour vos chaussures d'automne. Vous y trouverez le plus grand choix, pour hommes, femmes et enfants, dans les formes les plus chics et les plus nouvelles, dans les cuirs choisis, en veau velouté, cuir verni Gun Metal, etc. Nous avons certainement en stock la chaussure pour satisfaire les plus exigeants.—J. B. Nault, Limited, Sherbrooke, Que.

Foot Comfort Means Mind Comfort. Be good to your feet and try a pair of our Reed Cushion Shoes. They are constructed to support the feet.—James Mawson & Co., Roland, Man.

A full stock of high grade reliable and comfortable shoes for men can be had at—Farmer Bros., Arnprior, Ont.

Smart Styles for every occasion in the New Fall Regal Shoes for men. London, Paris and New York Styles right at your door for \$5.00.—The J. J. Haines Shoe Houses, Belleville, Napanee, Trenton, Smith's Falls.

On Wednesday the Bootery will move to its new location at "Leven-Leven" Government Street. To-morrow

—SEASONABLE—

Shoe Specials

at Wm. Shannon & Co.'s
RIVER STREET STORE

LOOK THESE OVER CAREFULLY

SHOW WINDOW LOT 1

20 Pr. Men's Dress Shoes, value up to \$6, all leathers excepted. All sizes 7 to 11. Special **\$2.95**

SHOW WINDOW LOT 2

Our entire stock of Men's Heavy Shoes, 7 to 11, and 14 in. (excepted). Black and tan, rib and grain leathers. Value up to \$9.50. Special **\$3.95**
Friday and Saturday Only.

Our Bins and Tables Are Heaped With Shoe Bargains

18 Pr. Misses' Shoes, black and chocolate, Goodyear wale. Regular \$9.80, sizes 13 to 2. Special \$2.15	20 Pr. Misses' and Children's Boots, sizes 4 to 10½. 3, value up to \$3.00. Special \$1.45	A heaping bin full of Children's Shoes, sizes 3 to 7, value up to \$2.50. Special \$1.00
20 Pr. Ladies' Tan Shoes, Goodyear wale, value up to \$6.00. All sizes 3 PRIZE Special \$1.95	24 Pr. Boys' Boots, in grain, box kip, and box calf leathers. Value to \$2.50. Special \$1.95	Year choice of 25 Pr. Women's Shoes in patent leather, practical calf, and kid leathers. Value up to \$6.00. Special \$2.85 <small>Friday and Saturday Only.</small>

YOURS SHOELY,

Wm. Shannon & Co.

New Store—504 CENTRAL AVE. Old Stand—9 RIVER STREET

NEAT AND ATTRACTIVE ADVERTISEMENT OF ENTERPRISING PRINCE ABLERT FIRM.

and Tuesday we will offer the entire balance of our stock at exceptional price-values. We want to move as little as possible to our new store.—The Bootery, Victoria, B.C.

* * *

Exhibition of Fall Shoes. Our stock is now complete in every department with the newest fall shoes.—Alley & Co., Charlottetown, P.E.I.

* * *

During this week we shall continue the sale of Men's High Class Boots, feeling convinced that in a few days the entire lot will have been distributed among the men of our city. Already the sale has exceeded our expectations in point of numbers of pairs sold, and our customers have secured exceptional bargains.—Waterbury & Rising, Limited, St. John, N.B.

* * *

Well Dressed Feet. Your happiness, health and appearance depend greatly on your shoes. Our shoes are made to fit your feet. If you wear shoes bought here your feet will be comfortable and attractive.—Richardson's, Limited, Calgary, Alta.

* * *

Cash looks good to us now. The store is jam full of good shoes of all sorts. Bargains and specials in shoes. Here's where you can use your money to good advantage in buying shoes.—Cut Rate American Boot Shop, 234 Eighth Ave. West, Calgary.

* * *

\$3.00, \$3.50, \$4.00. You should see these three lines before you buy. It will pay you.—Redden's, Glace Bay, N.S.

* * *

Patriotism is something more than a waving of flags—it is a loyal support of home industry. So buy shoes made in Canada.—Shannon & Co., Prince Albert, Sask.

* * *

Tous les hommes sont invités. D'ailleurs c'est reconnu qu'à toutes les semaines nous avons une ligne spéciale de chaussures à offrir, soit pour hommes, femmes ou enfants, mais cette semaine les hommes ont une chance exceptionnelle d'acheter des bonnes chaussures et à bon marché. Quelques uns ont déjà vu cette ligne de chaussures, doublée en cuir, avec talons en caoutchouc, que nous offrons pour \$4.50, et se proposent de profiter de cette occasion rare. De même que la manne disparaissait aux rayons du soleil, les chaussures que nous vous offrons disparaissent rapidement tant les acheteurs sont empressés.—Mineau & Bellemare, Three Rivers, Que.

* * *

A shoe of extra good quality in newest cuts and designs. Shipment just arrived in patent kid top and patent cloth top. Price, \$3.50.—Koch & Hass, Berlin, Ont.

* * *

Just one day of furious sensational price-cutting. The prices will be eye-openers. Come early if you wish to get any of these bargains.—Old Country Boot Shop, Victoria, B.C.

* * *

The biggest \$4 worth of men's boots in Halifax is waiting for you men here. If you want real results for your four dollars come and see these new styles.—Wallace Bros., Halifax, N.S.

* * *

"Hagar" Shoes for men cannot be beaten and seldom equalled. "Made in Canada," and guaranteed to fit. We carry these shoes in seven lasts and in all sizes and the prices are reasonable for this high grade gentlemen's shoe, \$5.50, \$6.00, \$6.50, \$7.00.—Morris & Smith, Charlottetown, P.E.I.

* * *

For men we specialize on \$4.00 shoes. Others at

\$5 and \$6.—Bruce Stuart & Co., 275 Bank St., Ottawa, Ont.

* * *

The authoritative footwear styles for the autumn season are here now and you are cordially invited to view this comprehensive showing. In both men's and women's lasts there are some clever novelties besides the more conservative models. Yet, while smartness is apparent in these new styles, comfort and wearing qualities are the predominating characteristics.—The Ingledew Shoe Co., Vancouver, B.C.

* * *

We are ready with the finest lines of shoes and rubbers for everybody that it has been our pleasure to show. No better lines made. Boys' and girls' school shoes made by Cote, Ahrens, Ames-Holden, Sterling and other makers of solid leather shoes.—J. White, Watford, Ont.

* * *

Farmers' shoes in heavy or light. We have them in endless variety. Bring in your whole family and let us shoe them, we believe we can do it better, having over 40 years' experience, it should count for something. We guarantee you an honest deal and solicit a call.—J. C. Hefkey & Son, Drayton, Ont.

* * *

All kinds of styles for men, women and children. See them displayed in our windows, but more especially inside where every pair is tagged and priced at such low prices that it will pay you to take advantage of our special shoe bargains.—Knechtel & Co., Stratford, Ont.

* * *

In big shoe values we are the leaders—see what Canada's snap specialist is doing for shoe buyers on Saturday.—Henry D. Rae, 21 Hastings St. E., Vancouver, B.C.

* * *

Any woman who appreciates good shoes will notice at a glance how different our shoes are from the ordinary run of shoes to be seen everywhere. Our women's fall shoes are the perfection of women's shoe making. They have a certain—Made for You Alone Appearance! Our "Talk" may be similar to that of other shoe stores but you'll find that our shoes are entirely different.—The Felix Forbert Shoe Store, Lindsay, Ont.

* * *

Style and Quality are in our shoes. The Walkover, also the Slater shoes. Fall styles are in, and nicer than ever. Look them over before you decide.—Hart Bros., Edmonton, Alta.

* * *

Style, Fit, Service. All the outstanding features of this shoe. Stocked in widths. Patent and dull leather. Price, \$6.00.—Yale Shoe Store, Regina, Sask.

* * *

We invite your attention to all Summer Lines of Footwear. White canvas shoes, white sneakers and pumps. Well sized on these lines yet. Full assortment of heavy goods for bad weather.—Dimock's Shoe Store, Windsor, N.S.

* * *

Patent leathers, gun metals and box calfs. Our \$5 lines are the favorites.—Prior Bros., Portage La Prairie, Man.

* * *

Sturdy Footwear, all solid leather, good heavy fall shoes.—McManus & Co., Fredericton, N.B.

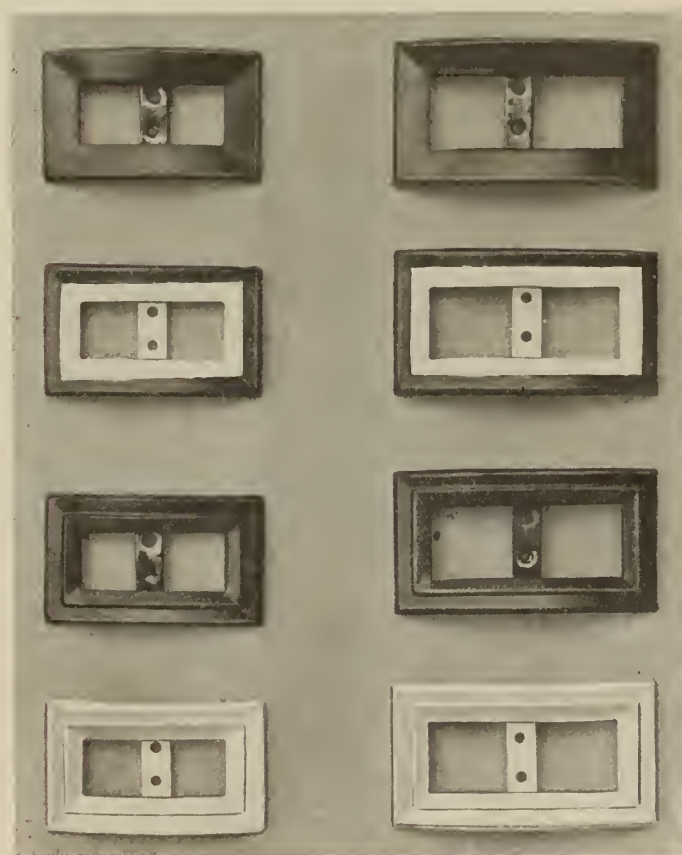
* * *

Ladies' and Children's Boots for Fall. We are showing a most complete range of ladies' and children's boots in the very latest and most approved styles.—The People's Store, Sussex, N.B.

(Continued on page 50)

Silk and Cotton Bows and Metal Ornaments

manufactured in Montreal by me, at prices which are interesting. Samples submitted on demand.



5¼c. to 7¾c. per pair.

Columbia Fiber Counters

Every pair is guaranteed. These counters are made in every shape and mould.

Gowdy Felt Box Toes

They never leak, and are always clean. They can be used in colored shoes without staining.

Metal Shoe Hooks

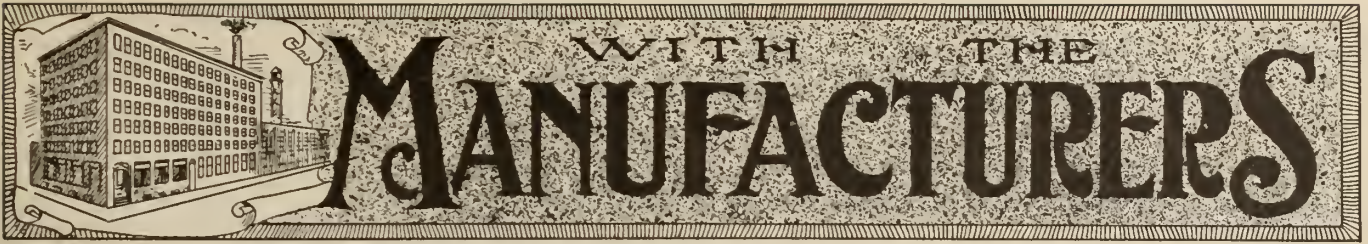
In all shapes and sizes. Can save you about 25 per cent. on this article.

Shoe Buttons

In all shapes and sizes; in all colors carried in stock ready to ship.

G. J. TRUDEAU

365 Ontario St. East, MONTREAL



THE TREAD OF THE HEEL

Some one has suggested that the heels of men's shoes ought to be made three-sixteenths higher at the breast than at the back, the idea being advanced that a man's shoe is not comfortable to wear until the back of the heel is worn off.

The trouble of the suggestion seems to be that the heel with the breast three-sixteenths higher than the back does not tread well. Most persons, when walking, like to feel the heel and toe strike the pavement about the same time. They do not want to touch the back of the heel and then rock over the high breast before the ball of the foot touches the ground.

Also, it is well known that when a shoe with natural tread is worn until the back part of the heel becomes badly worn, then there is no comfort for the foot until the heels have been fixed. Now, if we build the breast of the heel three-sixteenths higher than the back, we are going to aggravate that very condition. There is not very much sense in advocating impractical methods. The shoe buyer expects the shoe when set upon the table to rest flat upon the top piece of the heel, and no other condition will be considered as satisfactory. After all, it is the man who buys the shoes who has the say.

* * *

IT PAYS TO BUY GOOD LEATHER

In a factory visited recently I was shown into a cutting room and I noticed that nothing but the best leather was being cut. The system under which shoes were cut in that shop calls for the best, according to the foreman.

The firm in question has an idea that they can get quite as good figures from the leather men on the best stock as on any kind and that is one reason why they buy that stock. Another reason is that they expect to make up more or less of the increased cost of the leather in the cutting. It is claimed that they can get more shoes and better shoes from each cutter than they could by trying to lessen the cost of the leather in the first place.

There are different ideas of cutting in most every factory and this is one and a good one, especially when shoes are of the high priced kind in men's, as in this case. It is a fact that men can cut good clear leather quicker than damaged leather and they are certain to get a good shoe every time.

There are many shops getting out a good shoe and from leather far inferior to that seen in the factory visited, but in all such cases it requires more work to cut the shoe and there is a loss here when all is day work.

Foremen of cutting rooms who figure to get the most out of the help will have to figure on the kind of stock first. The quickest shoe, the best shoe and the best looking shoe all result from the high grade A-1 leather.—Shoe Topics.

* * *

PATENT LEATHER CRACKING

Can better patent leather be made with stretchy skins than with skins that have little stretch? Where the leather is to be pulled to any great extent, the firm skin is the best, but generally speaking, as far as shoemaking goes, the stretch skin is the better adapted leather for conforming to the lines of the last without cracking. When patent leather cracks, as it often does under strain, the principal cause is due to the non-stretchy nature of the skin, onto which the coat of gloss has been applied. But, does patent leather crack mostly

on account of the strain? The writer believes that it is liable to crack during other processes of shoemaking, as at the pounding of the toes for one. Where lasted cold, the least strain will, of course, cause the gloss to crack, but the writer is speaking of stretching the leather under fair conditions.

* * *

NEW SYSTEM OF MAKING SHOES

A new system of making shoes has made its appearance in a big factory. It is called the Maxaflex system. This system is built around a machine that lasts the shoe, stitches and carries the welt at one operation.

It is claimed that by this system a shoe can be produced that has almost as much flexibility as a turn shoe, with all the wearing qualities of a Goodyear welt. It is also claimed that by this process, the cost of production, as compared to the Goodyear system, is materially reduced, and that also there is a saving of time required in manufacturing of from three to five days as the method does away with the entire welt room.

The method of making the shoe is as follows: Uppers are fitted the same as usual, the soles are died out to fit same as a McKay sole. They are then assembled and passed to the puller-over where the lining is pulled and cemented to the innersole. The counter is lasted in and finished the same as a heel seat on a welt or McKay shoe, or the lining only may be lasted in and the shoe welted around the heel seat.

The sole is now attached to the shoe and the upper pulled over and tacked onto the sole edge, after which the shoe is taken to this machine, the sole lasted and the welt sewed on the upper is sewed in between the welt and outsole, somewhat similar to a stitchdown shoe construction. The shoe then follows the usual course through the factory and when completed has all the appearance of a Goodyear welted shoe and is nearly as flexible as a turn.

At present the concern is making samples on children's and misses' shoes. The lasts used are the same as welt lasts, with the exception that the edge of the last bottom is bevelled. There are no tacks or nails on the innersole, excepting at the heel seat.

* * *

CAN TURN BE MADE TO LOOK LIKE WELT?

A turn shoe can be made to look just like a welt if desired if the proper care is taken, is the opinion of one party.

In one shop making women's shoes a year or so ago they made a turn shoe that looked like a welt and nobody could tell the difference by merely looking at the shoe. In channeling this shoe they carried it right around like an extension edge, which gave a margin on which they stitched a welt right to the sole. Then the shoe was made exactly like a turn except that a leather insole was pasted to the inside, and when all finished the shoe was to all intents and purposes a regular Goodyear welt.

Whether this shoe could be classed as a more solid shoe than a regular turn is a question. It had the same weakness as most all of the other turns have, in my opinion, that is, a poor box in the toe. It is a shoe that would be slower to make than a genuine turn, and in this it would be about the same as an extension edge, and the operators who made it would have to get more pay.

This shoe would have no advantage over the regular welt except that it might be a trifle more flexible. A leather

insole, too, would make it better under foot, compared to the turn. The latter has a single sole and this is a poor protection in rough places. The foot is too near the ground and is sure to feel any pebble that gets under the sole.

* * *

TOO MANY RELATIVES ACCOMODATED

Several times we have heard it stated that the failure of a certain business was due to the fact that there were too many relatives employed. Without doubt there are firms in the shoe business carrying on their payrolls various members of the different families of the controlling stockholders who are "dead wood." It is safe to say that the average answer, coming from any firm employing too many relatives, when the question was brought up would be that "It is nobody's business." Quite true, but if, as we are led to believe in certain cases, bad failures are made because of this condition and as a result members of the shoe and leather trade are forced to lose thousands of dollars, this "None of your business answer" would hardly be acceptable.

A department foreman recently informed us that he knew of a large factory where all sorts of relatives were employed in responsible positions who continually "lorded it over" others and insisted that their ideas were going to be absolutely carried out whether right or wrong, simply because they were relatives of the boss.—American Shoemaking.

* * *

LEATHER SITUATION IN GERMANY

German-made shoes have advanced 25 to 35 per cent. since the opening of the war and such American-made shoes as are still in stock have advanced 30 to 50 per cent. One Breslau dealer tells the American consul in that district he has not been able to import any shoes from America since August, 1914; while another dealer, who has established an excellent trade in a well-known make, says that he has not received any shoes since February, 1914. An attempt was recently made to relieve the leather situation by an order releasing such supplies for domestic use as may not be required for military purposes, but this has not yet affected the prices, except in sole leather and scraps for shoe repairing. Another effort is now being made to relieve the hide situation by an order requiring the slaughter of steers in this district. The beef is to be converted in municipal cold storage warehouses and sold at prices fixed by the city government.—Superintendent and Foreman.

* * *

FUR ANKLETS FOR THE FOOT

In New York stores anklets of fur are appearing. They are to be worn on boot tops on cold days. Some retailers have tried to get shoe manufacturers to sew fur anklets to

PRESENTED FIELD KITCHEN TO CORPS

The head office and Montreal branch and factory of the Canadian Rubber Co. presented the officers and men of the 69th French-Canadian Battalion with a field kitchen. Major Bissonnette, acting on behalf of Licut.-Col. Dansereau, marched down to the Canadian Rubber factory on October 9th with such of his officers and men who had not left for Valcartier camp to receive the field kitchen, an illustration of which is given herewith. The presentation took place in the yard of the factory and was made by A. D. Thornton, on behalf of the company, in an appreciative address. He said: "We have subscribed our thousands to the Patriotic Fund, men have gone from us to fight this great fight for liberty, but we all know that we have much yet to do. More



men, more money, more gifts must come from us and believe us, sirs, they will come, for we are determined to do our little bit." Major Bissonnette suitably responded, and after hearty cheers the corps started off with the kitchen, marching through the principal streets of the city. While at the factory every man attached to the regiment received a Canadian rubber tobacco pouch full of the fragrant weed.

tops of boots. But most manufacturers are turning down the request, because sewing fur is a fussy job in a shoe shop. Besides, there is no knowing how long the fashion of fur will run. Even if women do take to fur anklets it may be that the five and ten cent stores will sell them. So there wouldn't be any use of a shoe manufacturer trying to make them.

* * *

TIGHT SHOES CAUSE OF CORNS

Much has been said as to the real cause of corns. The following is interesting: Corns are due to the packing of the hard or corneous cells of the skin, due to friction and pressure. If you wore loose shoes that did not press on your toes, you would not have corns. As the pressure and friction continue, the corn grows larger, and as it cannot grow outward, it grows inward, pushing its way through the layers of skin until it touches the fine, sensitive nerves of the toe, causing irritation and pain.

* * *

HAS DOUBLED FACTORY OUTPUT

S. H. Parker, shoe manufacturer, Preston, Ont., has returned from a business trip to Montreal, St. John and other eastern centres. He reports business as brisk and his factory is now working overtime and on Saturday afternoons to turn out the orders. Considerable new equipment has recently been installed and the cutting room enlarged. The output is now 450 pairs a day of women's McKays and, in a few weeks, Mr. Parker expects that this will be increased to 600 pairs, more than doubling the capacity of the plant within the past year.



This splendid motor ambulance was recently presented to Queen's University Stationary Hospital by A. Davis & Son, Limited, leather manufacturers, Kingston, Ont. The gift was from the three officers of the firm, Hon. E. J., Elmer and Harold Davis and is much appreciated by the University authorities.

CATCHING MILADY'S TRADE AT PROPER TIME

Show the New Things Early and Make a Long Margin—The Profit Possibilities are Great When the Local Merchant Keeps to the Forefront—How one Wideawake Retailer Manages to Lead and Increase His Business to a Gratifying Degree

The shoeman who is content with his stock, his store, his service, his volume of business and himself, is no longer fit for this mundane sphere. He should join the celestial brigade.

Sitting down and being satisfied with everything is a mark of retrogression and decay, particularly in these martial times, when competition is keen, cash is not over plentiful, and business in all lines has been more or less upset. The shoeman must take advantage of every occasion and utilize every legitimate means in his power to increase his trade and measure up to a higher standard of usefulness, opportunity and efficiency. This may seem like a high sounding introduction or a hackneyed utterance, but to get down to basic facts, one may ask how many retailers, particularly in the smaller towns and cities, are selling Gypsy button or Gypsy lace shoes. The tide is now on, and the demand for this line of footwear is very pronounced. The Gypsy boot is a fine fitter—very neat and smart and hugs the foot as prettily and snugly as a glove fits the hand. It is one of the daintiest and dressiest models ever placed on the market, and yet there are many shoemen in the smaller cities and towns who have not shown a single pair in their windows or placed them on their shelves. There can scarcely be any excuse for the delay, and if some of the wealthier patrons in the smaller centres go to the larger cities for their pedal toggery, is the local shoeman altogether blameless? The fashion loving ladies have been reading about the new Gypsy boot in all the leading daily papers. They have seen it illustrated, and when they inquire at their local dealers, and he says he has not any in stock, naturally they will gratify their wish for such a pleasing creation, and send to a place where their wants will be satisfied.

The Need of Being Up and Doing

The shoe merchant, who is original, who exercises a little initiative, who plans and maps out his season's campaign, and reads closely the trade journals, and the advertisements of his competitors, is the one who gets along. He appropriates any live idea or practical pointer, and trims his sails so that they catch every breeze of the public fancy. The Gypsy boot has certainly

caught on, not only in black, but in blue, gray, and bronze kid and other colors. They are also piped and trimmed with white. It is not a freak shoe or an outre creation.

This observation on being up-to-the-minute is not intended as a boom for this particular style of shoe, but only as an illustration of the fact that certain merchants, who boast about being progressive and alert, are, after all, not as far ahead as they imagine themselves to be. They should watch the advertising columns of the trade journals, and not hold back, waiting for some one else to take the lead. There is just as much money lost in the shoe business as in many other business enterprises by being over-cautious, as there is by being too impetuous. The happy medium, or the middle course, is the safe one to follow.

The Right Shoe at Right Time

Illustrative of the point in question is the story of a leading shoeman, doing business in a place of 12,000 population in Western Ontario. In answer to the question of "How is business?" he cheerfully responded, "I have no reason whatever to complain. I know the fellows down the street are not shouting any too loudly, but I want to tell you that last month I took in more money than in any corresponding month during the 13 years that I have had my sign hanging out."

When pressed for the reasons regarding his success, he remarked: "I will only give you one example, and, under no consideration must you use my name. You will notice in my window there, that I have several styles of Gypsy front lace boots. I read your paper and saw that these were going to move. I got in my orders early. I did not tarry for the traveler to come around and show me samples and then wait for the factory to fill an order, when my consignment would have to take its chance with many others. No, I ordered fifteen dozen pairs, and I have only a few left. Naturally I have others coming, but I want to tell you that I have done a big business in Gypsy boots since the first of September.

There is not another shoeman in this city showing them as yet. Some of them have goods booked, but how long it will be before they receive them I cannot tell. In the meantime I am getting a



PATENT OXFORD, BLUE CLOTH TOP AND PATENT EYELET FACING, ON "BRITON" LAST—BY REGAL SHOE COMPANY



MIDNIGHT BLUE KID GYPSY BUTTON BOOT, LOUIS HEEL — BY GETTY & SCOTT



DULL CALF BLUCHER, MEDIUM RECEDE TOE, FLEXIBLE SOLE, LOW HEEL, ON "CRISIN" LAST —BY REGAL SHOE COMPANY

splendid trade and creating a name for myself by being up and doing.

"I have made a long profit on these shoes, too. I have Gypsy McKays for which I paid \$2.50, but I am not disposing of them at \$3.50 or \$4.00. They have the style, the nattiness and the appearance to command a figure. I believe in selling a shoe for just what it will bring, and under the present circumstances, I am retailing these shoes at \$5.00, making 100 per cent. There is nothing like striking the iron when it is hot. By the time some of my competitors get in their stock, no doubt the present demand will have slackened and while they will have no difficulty in disposing of them, still the first rush, so characteristic at the inception of every distinct style, will be over. In the meantime, I will have made a good profit, and should anybody start cutting prices on Gypsy

shoes, I can meet them in effective style, and sell at cost, if necessary. In fact, I would sacrifice a few pairs at \$2.50 rather than have some other fellow beat me to it, for I have made 100 per cent on the majority of this line of shoes, and can afford to drop, and still make a handsome clean-up.

"It was the same when lace boots with colored tops came in early in the year. I was the first in this city to have them, in brown, gray, sand, putty and other hues. You know there was a strong run on them and I cleaned up 75 per cent. on the first few lots. Then, when others began to get them, I came down to the regular 25 and 30 per cent. profit, and in the end sold out the balance at cost, but I had made my little pile and got them out of stock, when certain other fellows were just beginning to introduce them. There is nothing like keeping to the front."

MAKING MORE MONEY IN SHOE REPAIR SHOP

When Difference in Quality of Work is Explained Most People Say "Give Me the Best"—Do Not Pay Too Much Attention to What Other Shops are Doing—Public Knows Full Well What Kind of Job You Perform and Nature of Materials You Use

If this writing will be of any assistance to any of my brother shoe repairers I am sure I gladly give it. My topic is to be "How to conduct a Shoe Repair Shop, and Make Something More than a Scant Living." To show that I am the one able to do the subject justice, I am willing to do just like I do in my shop: let my patrons be the judges, says Henry Ettelbuck in the "Shoe Repair Shop."

I am not saying that I am a successful repairer, but I do say that had I used the same business methods the first day I went into business that I am using to-day, I surely would be better off financially.

My weakness was undercharging for my work, and I am going to charge that up to the only too true fact, that I paid too much attention to what other shops did. Not that I have cast them aside now, and don't want anything to do with them; I am willing to give them any help I can, because there are times when I get friendly turns from them; but at the same time I am sorry to admit that there is too wide a gap between us.

It is organization that we need and that very badly. I have said my weakness was undercharging, and I meant it, for when I think of the time and money I have missed because of my low prices, I surely feel like kicking myself, as the old saying goes.

All of us at some time or other have read of some brainy man that sits in his 2 x 4 office and directs a great establishment because he is smart enough to do some extra and correct thinking. I can see the philosophy of it, because had I done the same thing five years ago that I am doing now in the way of prices, I surely would not have had to watch and crowd and pinch myself as I did.

This is my system now, and I think it is great, because I know that it is letting me begin to "see land."

Scale Prices According to Quality

The price of men's half soles and heels in Springfield has been one dollar, but I am getting away from it with the people who are willing to pay for something better. Instead of having just one price I have several I am going to give them, and again I want to say it's a great idea.

First—We have the dollar price for men's half soles and heels.

Second—We have a \$1.25 price for men's half soles and heels, and we put better material into this than in the dollar job.

Third—We have the \$1.50 price for men's full soles and heels.

Fourth—\$1.75 for the same job only we use the same material as in the \$1.25 half soles and heels.

Fifth comes the men's hand-sewed work. The aforementioned prices are all for machine work.

We get \$1.25 for men's half soles, hand sewed; \$2.00 for men's full soles, hand sewed, and \$2.25 for men's full soles and heels when we hand sew the soles.

Another nice job we are doing is putting on new welts and full soles and heels at \$2.25. Of course the shoe must be worth such a job, but we land them right along.

Now for the ladies' prices. We have the 50 cent soles, but to that we have added the 60 cent soles, and they are going like hot cakes. You might ask how can that be? I will tell you. Don't ever think the public is ignorant. If you do, you will be fooling yourself. The public knows full well that shoe repair material has been raising in price, just as they know that Wilson is keeping us out of war, and they should realize that the shoe repairers have stood by them heroically.

Most People Want the Best

As to the raise in prices. They also know that we ought to be making our second raise now, instead of our first, and, believe me, when we tell them we can give them better material for a little more, they know that is as fundamental a truth as any merchant has ever pulled off, and, here is where I feel like doing the kicking mentioned in another part of this letter, I am sore because I did not realize the very first day I went into the business, that it was essential to have different prices for different grades of work.

To-day when a man comes in and brings us a pair of half soles and heels, we ask him "Do you want \$1 or \$1.25 job?" Nine times out of ten he asks, "What's the difference?" and we answer "The \$1.25 is better material." They generally say, "Give me the best." And it's just the same with ladies' shoes. Just try it, boys, do it now. The time is right, and, believe me, you will think more of the business.

And to help me put this on I must thank my men. They helped a great deal, but I paid them for it. When I was ready to install the better goods at better prices, I called them together and offered to pay them five cents for every job at advanced price they took in, and they went after it "hot cake" fashion. Why, even my delivery boy has made \$1.35 extra besides his regular pay.

The third week of this new program I've had 60 pairs

of men's and 29 pairs ladies soles at advanced prices. Don't fail to try it out, boys. If you don't you will fail in business.

Here is a funny condition existing in our business, and it surely shows the need of organization.

We don't hesitate to give shoe stores 15 per cent. discount on their work. We call for and deliver it. We do some little rips, etc., free, and then censure the Jew shop (commonly called) for putting on 50 cent soles, and that is the only thing they do cheaper, because aside from the soles they often get better prices than we.

Another important thing, and the most important in any business, is a big volume of business. I have always contended that there is "money in rags, if you can get the rags." There is money in shoe repairing, but only when you can work up a big volume of business.

We call for and deliver work to all parts of Springfield. I think it pays. I feel that I get many a job of shoe repairing that would otherwise be lost, if we did not call for it.

System in Looking After Work

We have a little system in our shop for telling which work has to be delivered and which does not. We have a factory shoe rack that we reserve for deliveries only. Two top shelves for our shop deliveries, two bottom shelves for our store work, and on our own deliveries, when a customer asks to have his shoes delivered, we paste a little red sticker or seal on the repair tag. But when this batch of stickers is used up I am going to use just a common stencil and red ink pad. When a pair of shoes has to be delivered by that method every one in the shop can tell at a glance that it is a delivery and it saves confusion.

Now as to keeping our work assorted so as to get it out on time, we have the following system: We have four shelves. The bottom one for store work, the next one higher for work that is ordered for noon of the present day, the next one higher for evening work, and the top one for to-morrow's work, so you see our work is always sorted, which saves time, and of course everybody knows that time is the most valuable thing we have to-day, and unless every minute of the working time is utilized by the men, it's a losing game.

This shoe repairing is a great game, and it has to be played very carefully. In our shop I act as umpire and my decisions are final. I don't mean I don't give ear to anything my men suggest. Far from it. I want them to talk it over with me, but I have no time to tolerate the time-killing shoemaker, the grunter, or the hard-luck guy, that says there is no chance for advancement in shoe repair shops. The fact

is the shoemakers have not advanced as fast as the business. To find a man that is able to take care of a shop, handle men successfully, operate and adjust a stitcher, treat the public courteously and fairly, and last, but most important, turn out thoroughly finished shoes, is a problem. To my own mind there are better chances for shoemakers than for any other craftsmen. I am at present blessed with good men that are able.

I believe in advertising. I have just finished mailing a personal letter to 500 citizens whom I thought might want a better job at a better price, and I am getting results. I would be glad to send a copy of that letter to any one on request. Not that I think it a work of art in itself, but to show how it helped me to start and carry out my "Better Goods at Better Price" program.

In conclusion I want to say to my brother shoemakers—get more money. We deserve it. We earn it, and it's coming to us. I know that when once you start the new system of giving people their choice of different grades of work at different prices, you will, like me, wish you had done it long ago. When it comes to the real fact of this price problem, we can truthfully say that now we should be making our second advance in prices instead of our first, and even then it would still be the greatest economy to any household to pay for this better grade of work. I think the shoe repairer's journal will be the cause of bringing us altogether, so that we can have that much-talked-of organization, and when we do have that we will come into our own, as we should have long ago.

PLAYING THE GAME OF SHOE POKER

Have you taken a hand at shoe poker? It's a merry little pastime, and, thanks to several shoe designers running riot this summer, it's likely to prove one of our best known outdoor sports for the season.

Just at present shoe poker parties are confined to the idle young men who make the corners of Broadway in the theatrical district look busy.

Every hand is a jackpot, and each player is entitled to five shoes. The game is played after this fashion:

The first player elects to choose the shoes worn on the first five women to pass the corner. The second player the next five, and so on. If the first five women who pass the corner are wearing the regulation lace-up-the-front shoes the player has a straight. If the second group of five women all chance to have on boots of the same color—white, black, champagne or any one of the dozen or so various colors that are worn this season—the second player calls a flush and naturally beats the straight.

If, in the third group of female shoe wearers, there are two pairs lacing up the front and three lacing up the side, that's a full house, and the third hand beats both the other hands.

Because of the variety in design in female foot toggery this year, there are a surprising number of combinations that can be made, and shoe poker has, for the time at least, made the corner sports forget all about white horses, red-haired girls and automobile poker.—New York World.

RULES FOR SELLING MORE GOODS

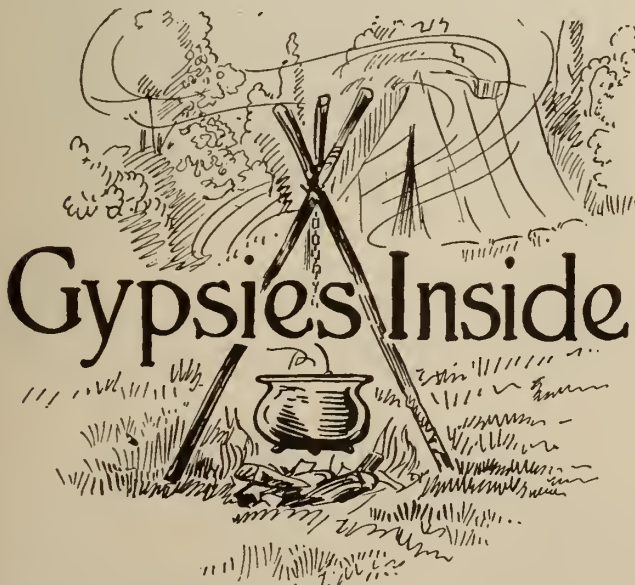
Sell to a person who controls the decision when two or more persons are discussing the same purchase.

Introduce goods that belong to a complete line of similar things so more than one article may be sold.

Show two or three articles in rapid succession rather than showing one and waiting till it is decided upon.

Immediately stop showing other goods when the customer has found something that pleases. Avoid any semblance of forcing goods, but do everything possible to help the customer in buying.

Never argue with a customer.



A SUGGESTION FOR TIMELY AND UNIQUE WINDOW TRIM WHEN FEATURING THE POPULAR GYPSY BUTTON AND LACE BOOTS

RESPONSIBLE POST FOR MR. LEONARD



Edward F. Leonard, who is widely known to the shoe trade in both Canada and the United States, has been appointed inspector of shoes for the United States Government and will be located in New York. Mr Leonard, who is a brother of D. A. Leonard, shoe retailer, Yonge street, Toronto, was for several years superintendent of the Slater Shoe Co.,

Montreal, and is the president of the Montreal Association of Superintendents and Foremen. He is also a member of the National Association. He has a thorough knowledge of shoes in every branch and is well qualified for his new position. Many friends will extend their congratulations and wish him every success in his new post.

SHOE STYLES AND BUSINESS REPUTATION

Speaking of C. F. Rannard, of the Rannard Shoe Co., Winnipeg, who recently returned home from an extended visit to the leading Canadian and American shoe centres in the East, the Chicago correspondent of the Boot and Shoe Recorder says:—

Mr. Rannard visits the market regularly to keep in touch with the latest developments in order that he may incorporate those into his business in Winnipeg, where he has three flourishing shoe stores. "Shoe conditions in my home town are very similar to those in Chicago," he said. "In women's shoes the Gypsy boot is witnessing a heavy run and is practically the only novelty in favor. Sales of colored cloth uppers fell off in May and are now things of the past. Black cloth uppers, however, are going very strong in both button and lace on patent and dull medium length vamps with a plain toe.

"In men's footwear, staple shoes are the rule. In the cheaper grades, a medium high toe is the favorite. In the better grades the custom last, low heel and recede toe, is about the only style saleable. A few cloth uppers are being called for in both button and lace. These appear in blacks and grays and are being called for probably because of the greater warmth which they afford the ankle."

Mr. Rannard objects very strenuously to the changes in style in footwear, characterizing them as absolutely unnecessary and blaming the manufacturers for compelling the retailer to handle them. Like all progressive merchants, he believes in advertising and finds an appropriation of one per cent. of his gross the most economical and effective. His favorite medium is the daily newspaper. He also realizes the value and necessity of attractive window trims and his store windows have a reputation in this respect. However, of greater importance than advertising or effective windows he regards business reputation. "Business is getting down to a solid foundation," he said, "and reputation is of growing importance as a factor in influencing and holding trade."

THE FOIBLES IN FOOTWEAR FASHIONS

A number of leading stores are advertising anklets in white, black and brown fox, and other furs for Milady's shoes. These little bands of fur are placed around the top of the boot. They sometimes are fastened to the top, but more frequently made separately in anklets, which can be attached to any boot that may be worn. They are slipped on very much the same as a garter. It is also said that white over-gaiters will have a large call this fall.

Writing from New York, a correspondent has the following interesting observations to make on the International Fashion Show, which was recently held in Carnegie Hall:—"Twice a day for three days the pageant was given, drawing huge audiences to each performance. It was pre-

sented in the form of an extravaganza in four acts, entitled 'Yesterday or To-morrow.' It might more literally have been named 'Fur, Flare and Footwear,' and they all put the 'F' in fashion. And in logical sequence to the shortness of the skirts, comes the craze for fancy footwear. The Fashion Extravaganza gloried in it. Fifth avenue accepts it as the correct thing. And so she of ultra-smart proclivities sets forth in the Russian boots that wrinkle up over the ankle like mousquetaire gloves. The average well-dressed woman wears a high-topped boot, preferably laced, in bronze kid, tan calf, black patent leather or black kid, or else a good fitting pump and a high white gaiter. The latter is in strong evidence. Milady of conservative taste selects a laced or buttoned boot with black cloth upper and vamp of black patent leather or dull kid. And pretty little Miss Fluffy Ruffles sports a boot with a band of fur around the top, the said band not always an original feature of the boot itself, but often an extra adornment, slipped on afterwards like a garter."

NEWSY JOTTINGS FROM QUEBEC

A. Issenman, of the Walpole Rubber Co., Limited, Montreal; Jas. Keenan, representing Stuart & Foster, Limited, Toronto; H. C. Parker, of Parker, Irwin, Limited, Montreal; H. Hurtubise, of the Panther Rubber Manufacturing Co., Sherbrooke; Paul Roy, Montreal; G. G. Parker, of the Boston Last Co., Richmond, Que.; Carl Marston, representing American Shoe Findings, Whitman, Mass., were among the visitors recently to Quebec.

E. A. Jones, of E. A. Jones Co., Brockton, Mass., was in Quebec and Montreal lately calling upon the trade.

W. P. Francis, of the John Ritchie Co., who recently received an order from the Government for 50,000 pairs of hospital rest shoes, was in Montreal recently on a business trip.

The repairs to the building formerly occupied by C. E. McKeen, and now owned by Louis Beaubien, wholesale shoes, are completed, and the structure has a very fine appearance. The Kaufman Rubber Co., of Berlin, Ont., who have been busy recently receiving stock and in filling orders, occupy part of the building.

Capt. Blouin, of the staff of J. A. Scott, leather merchant, who is on duty at the Citadel in Quebec, was recently surprised by receiving a number of gifts in commemoration of the twenty-fifth anniversary of his marriage.

Pierre Dugal, of Dugal & Matte, on the fifteenth anniversary of his marriage, was invited by a large number of his friends to the Auditorium. Many gifts, which came in the nature of a surprise to the fortunate recipient, were presented and it was late in the evening when the gathering broke up.

All the shoe manufacturers of this city have started on their runs for spring and report business as improving considerably of late.

George Picard, 186 Bagot street, has installed a Progressive shoe repair outfit in his shop.

Many friends of Uld Deslauriers, tanner, will sympathize with him in the death of his wife. The funeral services were held in St. Sauveur Church, and the burial was in the adjoining cemetery.

Word has been received of the safe arrival in England of Edgar Shee, Quebec representative of the Robson Leather Co., of Oshawa. He expects to leave for France in the very near future.

FILING USEFUL CLIPPINGS

A Winnipeg man maintains a large scrap book, which he has divided roughly into a number of departments. An index is kept of all the articles, and each clipping is entered in the index with the number of the page on which it is pasted opposite. Thus, in referring to clippings on a certain subject, they will generally be found close together.

A GROUP OF SHOE AND LEATHER TOWNS

How the Shoe and Leather Industries are Developing in Ontario—The Evolution of an Old Indian Trail into a Great Artery of Commerce

AURORA

When Canada passed from the French into the hands of the English a century and a half ago, there was a trading post where Toronto now stands, called Fort Rouillé, from which radiated Indian trading trails in various directions. One of these ran due north to the Holland River above Newmarket, which empties into Lake Simcoe, a branch continuing on north, passing the point where Allandale and Barrie now stand and reaching back into the wilderness beyond. After the English conquest the Hudson's Bay Company established a post at the Holland River and improved the road for the passage of its goods to and from Lakes Ontario and Simcoe. Governor Simcoe, in his regime early in the last century, developed this trail into a military road that became known as far as the Holland River as Yonge street,



POST OFFICE, AURORA

and its further extension was called the Penetanguishene Road. In the early days it consisted of stones and logs, the construction being known as "corduroy" and formed the connecting link between the settlers and civilization. Along this road in course of time developed the towns of Aurora, Newmarket, Barrie, Penetanguishene and other smaller places.

About thirty miles from Lake Ontario was the first real stopping place in the journey north, known as Mitchell's Corners, and in those days it constituted a good day's journey from Toronto, or as it was then called "York." The surrounding inhabitants were largely Pennsylvania Dutch and U. E. Loyalists, including a goodly representative of Quakers,

NEWMARKET

who still have their meeting houses in the district. In 1861, or a little over fifty years ago, Mitchell's Corners took on the more dignified name of Aurora and has now a population of twenty-four hundred. It has since that time manifested



YONGE STREET, AURORA

a predisposition towards manufacturing and boasts to-day a large agricultural implement works as well as a leather factory and two shoe factories. Early in its history it took advantage of its possession of a small stream of water to establish a tannery, Mr. Elihu Pease being the first to introduce the art of leather manufacture. Mr. Edward Pease, his son, afterwards took charge, but subsequently removed to Toronto and established a wholesale leather business with his two sons, as Edward Pease & Sons. Mr. Pease, Sr., celebrated his 91st birthday recently. He was succeeded at Aurora by Mr. F. T. Daville, whose product was well known to the Canadian trade for many years and who left the tanning business to become sheriff of the county, passing away only a couple of years ago.

* * *

COLLIS LEATHER COMPANY

Three years ago this concern was organized as a joint stock company under letters patent from the Ontario Legis-



COLLIS LEATHER FACTORY, AURORA

lature. The prime spirit in the organization was the late Walter Collis, who for some eighteen years previously was

The Man And The Plant Behind A Standard Product



A considerable number of Canada's foremost wholesale shoe merchants are firm believers in, and constant buyers of "EVERYDAY" Shoes. These jobbers *know* the line by experience—the best of all teachers, and their year-by-year approval has resulted in a great growth of our business.

The reputation thus established by "EVERYDAY" Shoes is due to the highest ideals of reliable goods and efficient service. "EVERYDAY" Shoes are made of staunch materials and every detail of workmanship is perfectly executed, resulting in a line of shoes that gives complete satisfaction to jobber, retailer and ultimate wearer.

"EVERYDAY" SHOES

For Men, Boys, Youths, Misses and Children
in Elks, Box Calf, Storm Calf, and all kinds of Side Leathers



MR. JOBBER: SEE OUR SPRING RANGE

THE T. SISMAN SHOE CO., LIMITED
AURORA ONTARIO

superintendent of the Davis Leather Co.'s large plant at Newmarket. Mr. Collis had made a specialty of calfskin manufacture from his very apprenticeship to the trade in Bermondsey, England, and had experience in some of the largest leather factories on this side of the Atlantic as well as in Great Britain.

The president of the company is Mr. T. Herbert Lennox, K.C., M.P.P., the late Mr. Collis being vice-president and works manager, with Arthur Bonisteel secretary-treasurer and salesmanager. Sidney M. Collis, who has also had a wide experience in calfskin products, is one of the directors and has handled the eastern end of the business. He will now devote even more of his time to the manufacturing end of the business.

Within the brief period of its existence the Collis Leather Company has made a name for its product that has placed it in the very front rank, not only here but abroad. The aim of the concern has been to manufacture the very best in quality and finish that modern methods and skill could produce and the fact that their large works have been kept fully occupied in these times of stress is the best evidence of their success.

The recent unfortunate demise of Walter Collis will not affect the firm's position in any way except in the removal of one of its most genial members. The methods and formulae are the property of the concern and with the practical end unimpaired, their product will continue to evidence the same thoroughness and reliability that have characterized it in the past.

Mr. Arthur Bonisteel, who is really the executive head, is a man of wide business experience whose aggressive forceful handling of the sales end has been largely responsible for the extension of the firm's business in so large an area in so short a time. As one of the largest stockholders Mr. Bonisteel has also a more compelling interest in the success of the concern than that of the ordinary sales manager or official.

* * *

T. SISMAN SHOE CO. LTD.

T. Sisman, head of T. Sisman Shoe Co., Ltd., in Aurora, is one of the oldest shoe makers in Canada and there are few more practical men connected with the industry. It is fifty-one years since Mr. Sisman signed his apprentice papers in England, and the seven years he spent in learning his trade qualified him to make a start with the old Wm. Damer Co., Colborne St., Toronto, when he decided to make Canada his future home and left England. In the course of several years he worked for a number of firms in various positions, which enabled him to secure a fund of practical knowledge

that gave him a solid foundation on which to build his efforts as a manufacturer when a number of years ago he decided to start business in Markham. Not a great while later he moved to Aurora and for many years has been a leading citizen of that place. The present factory of the company is



THE SISMAN SHOE FACTORY, AURORA

one of the most complete in Canada, being modern in construction and self contained to the extent that it possesses equipment for furnishing light, power, and even for the making of cartons used by the company. It was commenced in 1910 when it had a length of 120 feet and a width of 45 feet, and was two storeys high. A year later an extension of 50 feet was made to the length, and in 1913 an extra storey was added. The company has a capacity of 1,600 pairs a day and specializes in staple footwear for men, boys, youths, misses and children, in elks, box calf, storm calf and side leathers, and they have confined their selling pretty much to the jobbers. Mr. Sisman has made it possible for Aurora to possess a shoe factory of which the town may be proud. In his careful management and development of the business he has been largely assisted by his son, W. J. Sisman, secretary-treasurer of the company, who has developed the same enthusiasm and practical business ideals that have characterized his father. It is a case of the marked success of the proper fusion of the old and new blood.

The illustration of Mr. Thos. Sisman's residence is an example of the penchant in Aurora for comfortable, well-appointed homes. The excellent electric car service brings it within such easy distance of Toronto that it is fast becoming a suburban point.



W. J. SISMAN



THOMAS. SISMAN'S RESIDENCE



THOMAS SISMAN

There's One Sure Way

to achieve enduring success in the shoe trade and that is to sell each customer *satisfactory* shoes. And you go a long way towards doing this when your stock includes

THE
Delcarlos
SHOE

— AND —

THE
Fredelta
SHOE

These are the well known and
universally satisfactory

UNDERHILL BRANDS

Factories
at
Aurora
and
Barrie



A
View
of our
Barrie
Factory

They are faultless in design and in every detail of construction, while the material used is the best obtainable.

The range includes smart, attractive and comfortable lasts in McKay, Standard Screw and Pegged, for

**MEN, BOYS, YOUTHS,
WOMEN, MISSES, GIRLS**

The leading wholesale houses can supply you with Underhill's Shoes. Ask your jobber.

UNDERHILLS, LIMITED
HEAD OFFICE - AURORA, ONT.

UNDERHILLS LIMITED, AURORA AND BARRIE

There are few shoe manufacturers in Canada who operate two factories; Underhills Limited, Aurora, is one of the few. F. Underhill, president of this company, which has a capacity in the two factories of 2,500 pairs a day, first became interested in the shoe industry as a custom shoemaker under his father, R. J. Underhill, over 35 years ago,



UNDERHILL'S AURORA SHOE FACTORY

in the village of Markham. It was not a great while afterwards when he became a manufacturer, giving to the little village a shoe factory which was in those days quite an industry for the place. Subsequently he removed the factory to Aurora, where for many years he has been a prominent citizen. The present company was organized five years ago, with F. Underhill as president, C. Webster, secretary-treasurer, R. H. Underhill, vice-president and manager of the Barrie factory.

The company gets its distribution of McKay, standard screw and peg shoes through the jobbers, chiefly. They make the brands Delcarlos and Fredelta in men's, boys', youths', misses', women's and girls'. The Barrie factory was com-



UNDERHILL'S BARRIE SHOE FACTORY

pleted two years ago and materially improved the facilities of the company, and under the efficient management of R. H. Underhill has made marked progress. Mr. R. H. Underhill is assisted in his work by Frank W. McKeen, a widely known shoeman. Mr. Webster, the secretary-treasurer of the company, has been identified with the organization for several years and devotes special attention to the selling end of the business.

SHOCK TO THE LEATHER TRADE

The sudden and untimely demise of Mr. Walter Collis of the Collis Leather Co., Aurora, on Oct. 16th, came as a great shock to the shoe and leather trades of this country. Mr. Collis had only been indisposed three or four days, having contracted a slight cold when pneumonia set in and did its deadly work in a few hours. The late Mr. Collis had been identified with leather manufacturing from his boyhood, having served his time with Bevingtons, a celebrated English concern of Bermondsey. He came to this country when about thirty years of age and was connected with some of the largest calf producing plants in Canada and the United States. He was with the Davis Leather Co., of Newmarket, coming with them from their King establishment when they moved to their new location, and remained with them until he organized the Collis Leather Co. at Aurora. Mr. Collis had a wide reputation for not only his thorough knowledge



THE LATE WALTER COLLIS

of the calfskin business, but for a geniality that made him friends wherever he went. He was generous in the extreme and although apparently a bluff off hand Englishman, had a heart as tender as a woman's when his sympathies were aroused. He will be sorely missed by those who knew him best. He was just turned sixty, although he did not appear to be more than fifty. The business was to him his very life, the factory being built under his personal supervision, the manufacture of the product turned out by the concern being his constant and special care. The business will continue, fortunately, without any pause. His brother, Mr. Sidney M. Collis, a director of the company, is as thorough and practical a leather man as there is in America and he is ably assisted by Mr. Reg. Thompson, who is familiar with all of the methods of the late Mr. Collis. The selling and financial end of the business is of course in the hands of Mr. Arthur Bonisteel, as from the first, so that the company's affairs are in the very best of hands.

WITH this issue we begin a series of short sketches of Canadian shoe and leather towns, following, as may be noticed, the order of the alphabet as well as that of comparative newness. A few years ago there were, in the district we have taken up in this issue, only three or four small tanneries and not a single shoe factory. To-day there are some of the largest and best equipped shoe and leather plants in Ontario, if not in the Dominion. Our next group will be Berlin, Waterloo, Galt and Elmira, and following this, the aggregation of western establishments that comprise London and its vicinity, finishing with some of the eastern sections or districts.

We have already in the "Shoe and Leather Journal" given such full consideration in descriptive articles to Montreal, Quebec, Toronto and other large centres that we have thought it worth while to devote attention to the tendency, due, no doubt, largely to the use of cheap electrical power, to the distribution of the industries of late years among the smaller towns.

Collis Leather Co., Limited



The Modern Tannery where Collis Calf is made

Manufacturers of

COLLIS C A L F Leathers

In Colors and Black

Aurora - Ontario - Canada

BARRIE TANNING COMPANY

MANUFACTURERS OF

LIMITED

STAPLE
AND
FANCY

LEATHERS

RUSSET SIDES AND SPECIALTIES

BAG
CASE
TRUNK
STRAP

LEATHERS

BRIDLE
COLLAR
SPLITS
BOOKBINDERS

HIDES ALL
SPECIALLY
SELECTED

UTMOST
ECONOMY
IN CUTTING

FACTORY & HEAD OFFICE **BARRIE, ONT.**

WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

NEWMARKET

About four miles north of Aurora on Yonge street is the thriving town of Newmarket. It is situated on a branch of



POST OFFICE, NEWMARKET

the Holland River and dates its existence from the beginning of the last century. It is a smart manufacturing place, with a population of thirty-eight hundred and is known chiefly



NEWMARKET, YONGE STREET

today as the home of the Davis Leather Company, whose products are well known to the Canadian shoe and leather trades. It was incorporated as a village in 1857 and became a full-fledged town in 1871.

BARRIE

The history of Barrie goes back to the eighteenth century and some say further than that. Certain it is that the French had a trading post on the shores of Kempenfeldt

Bay before the English came into possession of the country. From the trading post on the Holland River, canoe connection was made in summer around what is now known as Big Bay Point, and in winter the trail led across the peninsula to a point opposite Barrie, known subsequently as Tollindal. In the early history of the town there was a rope ferry in summer from Tollindal across the Bay to Barrie, a road across the ice serving in winter. From Barrie in the olden



BARRIE TANNING COMPANY

days, the trail or portage led back to Willow Creek, down which the voyageurs passed into Nottawasaga River, thence into Georgian Bay and around to Penetanguishene, then an important centre of the fur trade. Early in the last century Yonge street was extended to pass around Kempenfeldt Bay, and, after diverging a mile or two, ran straight north to Penetang.

Barrie is a mile or more west of the early settlement known as Kempenfeldt, which was the original centre of traffic for Lake Simcoe. It has been in existence as a village and town for over a century. It was incorporated in 1853, and since that time has become one of the prettiest and busiest of our Central Ontario towns. It has a population of nearly eight thousand and boasts a number of goodly sized manufactories, amongst them one of our largest tanneries and a very considerable up-to-date shoe factory.

* * *

THE BARRIE TANNING CO.

The Sinclair boys started business in Port Hope on June 22nd, 1889, under the firm name of Sinclair & Fox, the partners being A. Sinclair, J. Sinclair, and Robt. Fox. Four years later Fox dropped out and the two Sinclairs went to Barrie on Jan. 1st, 1893, and entered business with the Barrie Tanning Co. Ltd., which had taken over the old plant of Andrew Graham, who entered in the tanning and custom shoe business in the early pioneer days of Simcoe county, when Barrie consisted of a few scattered dwellings. The business had had its ups and downs and changed hands several times, being finally taken over by Park & Bickell, who in the later eighties converted same into a joint stock company. The plant then had a capacity of 600 sides per



TOWN OF BARRIE FROM KEMPENFELDT BAY

week, and was carried on for seven years on this basis, when the capacity became too small to meet the needs of its increasing trade. The firm then purchased a new piece of land and erected present modern plant, with a capacity of 1,500 sides per week in 1900, and have added thereto till they now have a capacity of 4,800 sides and occupy about 5 acres of ground with floor space of 109,000 square feet. The original plans and specifications were got out by the well known tannery architect, Chas. H. Stehling, of Milwaukee, and the entire plant is fully equipped with all modern machinery and sprinkled.

* * *

A CAREER IN LEATHER

In these days when the sensational and meteoric seem to appeal so strongly to rising ambition, it is refreshing to be able to point to concrete examples of the saying "seest thou a man diligent in his business; he shall stand before kings."—men who have made their mark through the steady application of those principles that we have been told from earliest youth underlie all true success.

In the leather trade of this country there is no figure better known than that of Elihu J. Davis, and no career that exemplifies so well the fact that industry, perseverance and integrity backed by that genius that has been described as "an infinite capacity for taking pains" always reaches the goal. With half a century of leather manufacture behind him, Mr. Davis can look back with pride over a course that has developed a little one horse tannery in the back woods into an establishment that covers acres and represents an investment in the neighborhood of a million dollars.

Mr. Davis gathered his first practical and business experience when but a lad in his father's tannery at King, Ontario, and tells with great gusto of his first visit to the Toronto hide market, when he bought twenty-five hides and carted them home himself. He says he has bought twenty-five thousand hides at one time since then but has never had the feeling of pride he experienced as he brought home his first purchase. The business which came down to Andrew Davis from Mr. Davis' grandfather, Mr. Elihu Pease, soon was known as A. Davis & Son, and in the first five years of this partnership E. J., who was named after his grandfather, put in the first licks that were to make the name of Davis a household word with the shoe trade of Canada. The development of the business until it became too straightened at King, and the branching out at Newmarket and Kingston into the present colossal proportions, are matters of business history taken up elsewhere in this issue.

We wish to speak more particularly of the personal side of Mr. Davis' career, and refer to some facts in connection with it that may point a moral not only to the younger members of the trade, but evidence the fact that business success does not necessarily or essentially mean the placing of other talents in abeyance or the disregard of one's obligations to his fellows. Early in life Mr. Davis realized the philosophic as well as religious truth of the saying of the great apostle, "no man liveth to himself." While he was in his teens he became interested in the work of the community in which he lived and took an active part in Sunday School, church and social work. He has maintained to this day his active and vigorous interest in all these, and from being a humble member and official in a little country church he formerly attended, he has become an honored member of the General Conference of the Methodist Church of Canada, with important positions on its various boards and councils. He has been prominent from the very first in temperance work and was the representative of social reform in the Ross Government while he was in the Ontario cabinet. He took a prominent part in the recent local option campaign in Newmarket, and is a large stockholder in the temperance hotel in that town which was the first in Ontario to demonstrate the fact that a hotel may be made

to pay dividends without the bar adjunct. To these as well as other charitable enterprises he has devoted a vast amount of his time and means, his philanthropy extending to many private as well as public channels.

Mr. Davis' political career has shown the same characteristics of keen insight, indefatigable energy and sterling integrity that have helped to make his business and social success. He was elected to the King Township Council at the age of twenty-two and passed successively from the position of councillor to deputy reeve, reeve, and finally became warden of the County of York, being the youngest reeve and the youngest warden ever elected in the history of the township or county. From municipal life he passed into politics, and for nearly eighteen years represented the county in the Ontario Legislature. His business ability, and above all his good common sense soon marked him out for preferment and he was taken into the government as Provincial Secretary, which office he filled with credit to himself and to the benefit of the province until he quit politics at the age of 52, for business life. The growing demands of a rapidly increasing business and the necessity for training those who should take up the burden when he should no longer be available, led him to reluctantly leave work that was naturally most attractive to a mentality such as his and bend all his energies to the establishment of his leather enterprises on such a footing as would ensure stability and further progress.

Mr. Davis has by no means relinquished his interest and hold upon outside interests, and is identified with a number of social and commercial projects outside of his business. He is one of two of the oldest non-resident members of the National Club, which he joined in 1876, the other being Sir John Gibson, one of his former colleagues in the Ontario Government. He is also a member of the York Pioneers, which body he addressed quite recently upon the developments of the county. He is proud of the five sons who follow him in the leather business—Messrs. Aubrey, Andrew and E. J., Jr., at Newmarket, and Messrs. Elmer and Harold Davis at Kingston, and is not only lasting of the fruits of organization, but the placing of the business in hands that will make the name Davis in the next generation or two even more essentially than now a part of Canadian shoe and leather history.

* * *

DAVIS LEATHER CO., LIMITED, NEWMARKET

Newmarket owes a great deal of its prosperity to the Davis Leather Co., Limited, who operate one of the largest calfskin tanneries in the British Empire. The history of the Davis family in connection with the leather industry in Canada is interesting.



FRONT VIEW OF MAIN BUILDING, DAVIS LEATHER FACTORY

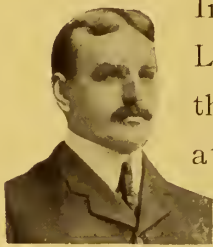
Jas. Davis, grandfather of Hon. E. J. Davis, president of the Davis Leather Co., Limited, Newmarket, and A. Davis & Son, Limited, Kingston, about 60 years ago had a small tannery on Yonge street, Toronto, opposite the old time

(Continued on page 48)



THE HONOURABLE E. J. DAVIS
LEATHER MANUFACTURER AND STATESMAN

THE LEATHER INDUSTRY THAT PUT NEWMARKET ON THE MAP



AUBREY DAVIS
Vice-President

In 1913 when the Davis Leather Co. inaugurated their completed tannery at Newmarket they assured Canadian manufacturers of two things. They promised upper leather of highest quality and most economical merit, and guaranteed an exceptional service in filling orders.

These promises have been fulfilled. Shoemen themselves in numerous instances have assured the company of their entire satisfaction and have demonstrated the sincerity of their appreciation by placing with the firm orders which have kept the plant running ten hours a day with a full staff during all of these months of unusual conditions, and there is no end of business in sight.

It is interesting to consider the principles which are the foundation on which the success of this tannery is based. Quality and service are

the keystones and their strength is reinforced by experience, modernity and specialization.

Quality, always the watchword of the Davis Tannery, was made doubly certain by the new factory. Science and invention offer no means of increasing quality which are not here employed. Nor, incidentally, is there overlooked a labor saving device, or a process, calculated to reduce cost without impairing quality. Any practical tanner can turn out leather that contains many good skins; but there are few capable of attaining



ANDREW J. DAVIS
General Manager

and maintaining uniform quality—and that the highest. Even texture, color and finish observed in the Davis sample by experienced buyers, are seen again in the cutting rooms when shipments bearing the Davis mark are taken from the stock rooms.



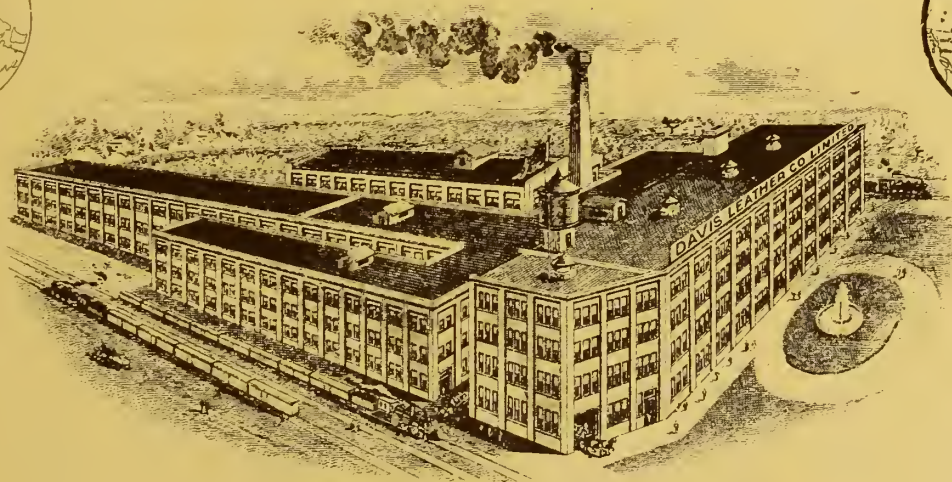
E. J. DAVIS, Jr.
Superintendent

Experience acquired by the tanner is the shoe manufacturer's guarantee that he is not being experimented upon.

The greater the experience the larger the protection. The Davis family has been in the tanning business for over 60 years, and the factory and equipment at Newmarket represent the consolidation under one roof and one management of the experience in calfskin tanning of four generations. Shoe manufacturers who are successful take no chances with their lasts or patterns;

nor do they risk their reputation by cutting upper leather which may not measure up to the highest standard by every test.

Modernity is absolutely essential in a tannery that proposes not to meet competition but to lead it, and, recognizing the soundness of this principle, no expense was spared by the Davis Leather Co., Limited, in erecting and equipping the concrete factory and warehouses which are the home of Newmarket's leading industry. Money bought the latest methods of construction as it purchased the machinery best adapted to the requirements of the company, with the result that from beam house



to finishing room, from power house to shipping room, each department possesses that modernity which spells efficiency and goes hand in hand with progress. The Davis tannery has discarded methods which in tanneries less capably managed would be considered still adequate. It employs processes evolved in its own laboratories and nowhere else used.

Specialization has played a remarkable part in the development of this business. It will surprise many to learn that it is carried so far that there is separate administration by experts of each of the four departments into which they divide their tanning—bright velour and box calf, gun metal calf, matt topping calf and colored calf, other than black. The men on one line to-day are not on another to-morrow. Each man is an expert—that covers it. A tangible evidence of the system is the fact that Davis leathers cut with less waste—more uppers to the hundred feet. Their specialization enables them to buy in immense quantities at the most favorable

market prices. Needless to say their customers benefit with them in this advantage.

Service given the large manufacturer is also accorded the purchaser of the smallest lot they ship. It is their aim to have one standard of usefulness and courtesy for all, which will not only please but serve. For the

greater convenience of eastern shoe manufacturers the company maintains a warehouse in Quebec. The Davis Leather Co. make it clear that their plant and their staff are ever at the disposal of the shoe manufacturing trade—the manufacturer who is not a customer as well as he who is. They consider that frequently a greater knowledge of Davis leathers and Davis methods would convince a maker that it was to his advantage to be in the customers' class.

While the head office tannery of the Davis Leather Co. is in Newmarket, Ont., they maintain branch warehouses at 553 St. Valier street, Quebec, as stated above, and at 38 South street, Boston.



SHOEMEN WILL PROTECT THEIR RIGHTS

Why Should Sporting Shoes be Sold by Outsiders is What They Want to Know—The Experience That Some Dealers Have Had—One Outspoken Merchant Took the Aggressive and Went for the Offenders Without Gloves—An Abuse That Should be Corrected

"I find that I do not require these shoes after all. I have a pair in my locker that will answer."

"All right," cheerfully repented the retailer, "here is your money" and he refunded the \$1.45 paid him a few hours previously for a pair of yachting bals. The youthful caller was so pleased to get the cash back that in a burst of frankness and friendship, he imparted the knowledge to the effect that he had discovered the Y.M.C.A. was dispensing sporting and tennis shoes, and he could get a pair there for \$1.40, and of better quality.

"Is that so?" inquired the interested shoeman.

Making Five Cents on a Pair

"Yes," answered the youth, "the boys at the Y.M.C.A. are getting tennis shoes at practically cost price. I understand the institution is making only 5c a pair on them."

"Well, we cannot do business on a margin like that," declared the merchant, "that would not pay for our lighting, let alone our help, rent, taxes, heating, delivery, interest, insurance, freight, water rates, and other outlays."

This set the shoeman a-thinking, and he wondered why any religious or educational institution should go into the retail business in the line of sporting shoes. If part of the rules of the establishment to supply running shoes for the members, then why not go into the men's furnishings as well and deal out shirts, suspenders, neckties, hats, cuffs, and collars or, carrying the thing a little further, it would be just as logical and reasonable to provide leather boots, rubbers, overshoes and other requisites.

Some Things He Said

Mr. R. was the shoeman in question, and he set about to investigate matters. Going to the institution he asked the official in charge, if they sold shoes for athletes.

"Oh, yes," was the response. "How many pairs did you want?"

"Why, do you sell more than one?" inquired the visitor.

"Certainly, if you require them," was the reply.

"Then I will take all you carry, providing you let me have them at as low a figure as you did a young man who brought back a pair that I sold him, and demanded a return of his money.

"How is that?" came the inquiry.

"Well, I am a shoe dealer, and made only a fair profit on them, but your institution here seems to think it part of its administrative policy to handle running shoes, but for what purpose, I know not. If you make only five cents a pair on them, you are robbing the shoeman, and disposing of the goods at a loss."

"Oh, we sell them for the benefit of the poor lads," was the explanation.

He Checked Like Project

"Yes, I have heard that plea put forward before," remarked the footwear merchant, who then explained that a few years ago, the Board of Education was thinking of going into a like enterprise and furnishing certain poor children with shoes at cost price. He went on to explain that he had written a sharp letter to the board, and said that the average merchant was charging only a fair, reasonable profit, and that if the trustees had any fantastic ideas, such as furnishing footwear to the children, they should go a little bit further and deal in dress goods, suits, hosiery,

underwear, hats and caps, umbrellas, and rain coats. It would be equally reasonable.

Will Fight to the End

"Your plea is too specious, too much of a subterfuge to please me," observed Mr. R., who was now getting a little bit hot, "it is altogether too thin. If it is necessary for your institution to supply shoes to the so-called poor members then why not every other portion of one's raiment as well? Shoes cost less money than many other articles of apparel, and it is the retail dealer who gets it in the neck. I am here as a representative of the Retail Merchants' Association, to take up this matter, and I tell you right now, that we are going to fight it to the end. You have no more right to go in-to opposition to the retail merchant than has the city council, the board of control, Toronto University, or the provincial



BRONZE KID GYPSY BUTTON BOOT, LOUIS HEEL—BY GETTY & SCOTT, GALT, ONT.

Legislature. It is not part and parcel of your object or work to do so. You are not called upon to undertake a duty, such as this, especially as the merchants are very kind to your institution, and have subscribed liberally towards its maintenance and expansion."

Others Have Similar Experiences

The experience which Mr. R. had is but one that a number of other shoemen have met with of late, in connection with the sale of sporting shoes. The whole question is being taken up by the Grievance Committee of the Toronto Shoe Retailers' Association, who will look into it thoroughly, interview the rubber companies and the Y.M.C.A. so that matters may be straightened out, and what at one time threatened to be a difficult and perplexing problem, will be amicably adjusted. It is felt that after the members of the Grievance Committee have fully dealt with the question, no future complaints will be heard in regard to the handling of sporting shoes, by establishments other than the legitimate means of distribution, namely, through the retail shoemen of the city.

WHY A SHOE IS THROWN AFTER A BRIDE

Throwing a shoe after the bride is a survival of a custom based upon ancient symbolical usages in connection with sandals or shoes. Delivery of a shoe was used as a testimony



A. R. TRUDEAU
Who is covering Western Canada
for A.B.C. Distributors,
Toronto



T. R. TRUDEAU
Who is now Montreal city repre-
sentative for Corbeil's
Limited

in transferring a possession. A man plucked off his shoe and gave it to his neighbour, and this was a testimony in Israel.

Throwing a shoe on property was a symbol of new ownership.

From these ancient practices came the old English and Scottish customs of throwing an old shoe after a bride on her departure for a new home, symbolizing that the parents gave up all right or dominion over their daughter.

In Anglo-Saxon times the father delivered the bride's shoe to the bridegroom, who touched her on the head with it to show his authority. In Turkey the bridegroom is chased after marriage by the wedding guests and pelted with slippers.

GETTING AT THE FACTS

The president of a shoe manufacturing concern recently said, when asked as to the importance his house placed on accuracy in its methods of production: "The growth of our business has been acquired through following proven methods. Years ago, when I was in a subordinate position, the head of this company said that he wanted to know exactly how many "uppers" could be cut from a skin, and instructed me to find out. To do this I took one of our most expert cutters, placed him in a small room by himself, and for three months kept watch and record of the number of uppers cut from each skin. During this time he was tested to completion on every grade, and when the period of experiment was over we had absolute figures that remain unquestioned to this day."

For years this concern, like a majority of others, had been content to estimate operations and to average costs without making any real effort to give these figures absolute establishment. It is yet difficult for many practical men to see what is to be gained by knowing these facts. So long as mechanical operations are performed in the best apparent way they are likely to consider it a waste of time to bother with statistics—forgetting that unknown wastes may often be discovered through ascertaining facts. This firm was no exception to the rule. It undertook, however, as a second step in doing away with guesswork in its operations, to fix

THE ONE THING NEEDFUL

Enclosed find subscription for renewal to the "Shoe and Leather Journal." Your paper is the one thing essential to a successful business in boots and shoes. Wishing you prosperity,
Ormsdown, Que. **JOHN MAW.**

to the fraction of a cent the cost of each grade and size of upper. Again an expert was put on the job, and he stayed until the last detail was worked out and recorded. This formed another permanent base and brought such beneficial results that the same plan was carried through the entire organization.

A labor committee was formed with the instruction that it must show improvement in each branch of the business or be willing to acknowledge a department not criticized as perfect. Then it was presented with a double-headed motto: "No estimates, but proven facts," and "Don't criticize until you are prepared to suggest a remedy."

The result of all this work has been the establishment of fixed records all along the line. The company now buys, produces and sells without ever having to consider any of its activities in the uncertain light of guess work. The operations of each day are fixed. There is one man, sitting in a small office, around the walls of which are hung a series of charts. These charts represent every branch of the productive works. From reports brought to him each day he knows exactly how much production is required for the next day and he allots material on an absolutely fixed basis and in accordance with the reports he receives.

DAVIS LEATHER CO., LIMITED, NEWMARKET

(Continued from page 42)

Finche's Hotel. His grandfather on his mother's side, Elihu Pease, also had a little tannery further south on Yonge street, opposite what was known as the Golden Lion Hotel. These tanneries were very small and crude, as all such places were in those days. The bark was broken up by hammers and soaked and later was ground through a crude sort of mill operated by horse power. Subsequently Elihu Pease in his travels through the county found that the township of King had excellent forests for hemlock bark and he conceived the idea of building a tannery out in the woods on a branch of the Humber, at a place called King Horn. This name was given to it after the tannery was erected. In this tannery, which was small, as were all manufacturing places at that time, water power was used. Elihu's son, Edward Pease, who still lives in Toronto and who celebrated his 91st birthday last month, was placed in charge of this tannery. He sold it to Andrew Davis, father of E. J. Davis, and the latter became a partner in the small business when he attained his majority. Later on, when Andrew Davis retired, E. J. Davis became sole proprietor. Additions were made from time to time, until in 1903 it was destroyed by fire and a plant at Kingston was purchased, as a going concern, having been run up to that time by a Mr. Carrington. From this purchase A. Davis & Son's plant has developed to its present proportions. In 1904 the tannery at Newmarket was erected for tanning calfskins alone. Forty-six acres of land were acquired by the company and in the course of the past eleven years a modern plant in concrete has been erected, which is a credit not only to Newmarket but to the tanning industry of Canada. Two hundred men are employed and the tannery has been in operation full staff right along. The Newmarket concern is a separate business from that in Kingston, having a charter of its own. E. J. Davis is president; Aubrey Davis, vice-president; Andrew J. Davis, general manager; E. J. Davis, jr., superintendent. The only connection between the Newmarket and the Kingston concerns is the fact that E. J. Davis is president of both companies. Elmer Davis is vice-president and Harold Davis, secretary-treasurer of A. Davis & Son, Limited, Kingston. It is rather a unique circumstance that there should be a father and five sons all actively engaged in the tanning business—four in Newmarket and two at Kingston. Between the six they own all of the stock of both companies, no outsiders supplying any of the capital or having any proprietary interest in either industry.

WILL VELVETS COME IN VOGUE AGAIN?

Is the velvet shoe to be ushered in once more? Already there is said to be a brisk demand for velvets in certain cities across the border, and some leading makers of women's fine footgear are advertising these smooth creations in mid-night blue, dark brown, oyster grey, black and other colors. The shoes are sold to the trade at from 30 to 40 cents less than the same models in colored kid. Early in 1911, there was a fairly active demand for velvets. Naturally the displays were very attractive and the creations delightful enough to tempt the pocket book of any of the fair sex, fond of foot decorative effects.

Corduroy and colored velvet costumes are all the rage this fall and many ladies are endeavoring to match their suits with their foot gear, the same as they seek to match their furs by having a narrow band of wolf, fox, mink, skunk, beaver, otter, etc., placed around the top of their shoes.

One large factory in the middle west is specializing on an extensive and exclusive line of velvet button boots, and all immediately available styles of velvet cloths on the market have been bought out. Discriminating buyers in high class shoe stores and in shoe branches of department houses have been placing some orders for velvet boots of the Gypsy pattern, and it is predicted that there will be a certain demand for them. This belief is based on the fact that velvet suits and dresses are being shown this autumn in endless variety by the best shops and the beautiful, dressy effects may create a lively requisition for the Gypsy boots in velvet and in bronze kid. The velvet boot can be made in a number of colors and when made of a cloth backed, silk velvet is said to possess fairly satisfactory wearing qualities.

Of course, velvet shoes will figure as a novelty and never be sold for durability, but solely on the basis of snap, style and costume harmony. The velvet shoe is pretty, artistic and lovely to gaze upon. It also looks neat and winsome on the foot for a short while, but it is not long, so the shoe dealers state, before the velvet becomes spotted and the pile is scuffed while the dust and dirt collected make the boot, to a certain extent, unsanitary. If the boot becomes splashed there is no way of removing the marks. Therefore velvet shoes cannot be worn when there is any snow or slush on the ground. It is almost impossible to wear velvet boots more than a few times before they become stained or marked, and for this reason and owing to the perishable nature of the fabric, local dealers do not think there will be a very large call for this class of footwear. It is to be considered solely as a novelty and must bring novelty prices, in order to make it profitable for any one to handle. A few pairs have been ordered by some of the leading stores, but the proprietors do not look for anything like a rush on these goods.

KEEPING HIS STAFF KEYED UP

"Yes, sir, we take five copies of your paper, and use it to good advantage. I present each of my clerks here with a year's subscription, and ask them to read your journal, so as to keep in touch with the news and views of the trade in all parts of the country. I myself am a diligent reader of the SHOE AND LEATHER JOURNAL and often ask my salesmen what do you think of such and such articles on stock keeping, clearing sales, profit figuring, cost marking, window dressing, etc., which appear in your paper," writes a leading Winnipeg shoe merchant. "We often have very interesting informal discussions, and while we do not always agree with what appears in your pages, still we recognize that it takes all kinds of people to make a world, and seldom do three people view any subject in the same light, or from the same angle. I find that salesmen who read live, bright trade

papers are more conversant with, and take a deeper interest in their work. They are in touch with all the latest styles, selling methods, advertising plans and window display ideas. Yes, sir, I think it is a fine thing for any employer to see that his staff is provided with bright, helpful literature and, if he now and then refers to some article and invites the views of his associates upon it, he encourages their interest and co-operation. I consider that I have a force of as bright, capable and discriminating salesmen as any shoe establishment in the west."

JURY WILL ANSWER MANY QUESTIONS

Mr. Justice Maclellan gave judgment recently in the Practice Court, Montreal, laying down the facts in the \$250,000 action for alleged libel taken by Ames Holden McCready, Ltd., against Clarence J. McCuaig.

The action is a sequel to the Canadian army boot contracts, investigated by the Public Accounts Committee of the House of Commons last session. Ames Holden McCready, Ltd., were one of the contractors, and it is alleged that Mr. McCuaig made the statement that "Ames Holden McCready Ltd., had furnished bad boots to the Government for the First Contingent, and it was a shame that our boys should go to the front with such boots," or words to that effect.

The statement, it is alleged, was made by Mr. McCuaig at Kanawaki station on the Grand Trunk Railway. Mr. McCuaig admits making the statement, but denies any malice. He claims that what he had said was in the public interest. He adds that he has three sons in the Canadian Contingent wearing the boots.

Judge Maclellan decided that the following should be the questions submitted to the jury when the action comes up for trial:

1. Are the words, admitted to have been spoken, false and malicious?
2. Do they in themselves, in their ordinary meaning, constitute an attack upon the plaintiff or criticism of its goods, or part thereof, manufactured by the plaintiff for the Government of Canada?
3. Is the innuendo true?
4. Taken in themselves, must the words used by the defendant necessarily cause damage to the plaintiff, without any proof thereof?
5. Was the subject of matter of public interest?
6. Were all or any of the boots manufactured by the plaintiff for the Government of Canada defective as to shape, material or workmanship?
7. Were any of the said boots different from the specifications, from the sample boot supplied by the Government?
8. Were any of the said boots unsatisfactorily dried, hastily manufactured, or inferior in any way as to quality?
9. Were any of the said boots defective in waterproof qualities?
10. Were any of the said boots condemned by the military boards or committees of inquiry called upon to examine them?
11. Were any of the said boots unfit to be used as footwear for soldiers on active service?
12. Did the plaintiff not know in manufacturing the said boots that they were meant to be used by soldiers on active service?
13. Were the words admitted by the defendant a bona fide expression of opinion made in the public interest regarding the boots manufactured by the plaintiff for the Canadian Government?
14. Did the said words used by defendant cause plaintiff damages, and, if so, how much?

NUMEROUS NOVELTIES ON THE AVENUE

Here are some features of a novelty character noted on Fifth Avenue, New York, according to the Boot and Shoe Recorder.

A bronze kid, three bar slipper with black and white collar on medium wide last.

A lace Gypsy oxford, with five eyelets, and a teardrop cut out beside each eyelet.

A Gypsy boot, made over a recede toe last, of Griscon kid. The heel is of wood, Louis style, two inches high. The upper is piped and fitted with white.

A button boot, with a tailored button fly, and with pin point perforations on the heel foxing. The boot is made of imported kid and is fastened with imported buttons.

A button boot with a patent vamp, and an English or square heel foxing. There are pin perforations in the foxing. The top is of white washable kid leather.

Some tan calf lace boots, with eight inch tops.

A Kossack boot, with white leg top of imported gray kid leather. The top has a cuff of patent leather, and an overlay of lattice patent kid about its middle. The leg is lined with white kid. The vamp is of patent kid.

Among the low cuts are:

A perfectly plain pump of patent leather.

A sport oxford of genuine buckskin, with green calf tip, ball strap stays, foxings. The sole is of ivory white leather.

Some pumps trimmed with beads.

Some boots with spiked heels.

Boots and low cuts are of dull mat kid, blue, browns, brown and gray kid, of Russia calf and of genuine buckskin and of fine white fabrics.

SHOEMEN MAKE APPEALS FOR PATRONAGE

(Continued from page 25)

Nouvelle Maison "Stock" Frais,—Bas Prix chaussures à la portée de toutes les bourses. Voilà ce que nous avons résolu de rendre possible en offrant au public des marchandises de qualité garantie à des prix extrêmement bas.—Arthur Guilbert, Three Rivers, Que.

* * *

The cool weather reminds you of high-cut shoes—and shoes remind you of Climie's reliable store, where you will find the newest styles in the best Canadian and American makes, prices at a fair profit.—J. D. Climie, Hamilton, Ont.

* * *

Get your next pair from Watson's. Ladies, we sell Bell's "Cushionet" boot in button and lace. (The easiest shoe on earth). Smardon's, Classic, Empress, Slater's and others of widely recognized reputation. We deem it a favor; yea, more, a pleasure to show you these goods.—Watson's, Victoria, B.C.

* * *

See Peel's special lines of boys' and girls' School Shoes made of the best of stock and workmanship, strong and durable. They are the most waterproof shoes shown to-day. Prices range from \$2 to \$3 a pair. Let us show you.—Peel The Shoeman, Owen Sound, Ont.

* * *

Shoes till after the war. Come and get them, and get a big supply, for we are almost giving them away. Kitchener says Germany has shot her bolt. Well we are shooting our prices in two, and then quartering some of them.—Popular Shoe Store, New Westminster, B.C.

What is correct in fall footwear! A visit to Moose Jaw's select shoe house will soon enlighten you. What New York is wearing now we are showing you.—Varsity Boot Shop, Marshall Shoe Co., Moose Jaw, Sask.

* * *

Political economy may be under discussion by politicians and others just now, but personal economy is what interests you and us a good deal more, because if you really desire to be economical you will test the durability of Gold Bond Shoes for men, for Gold Bond outwear ordinary shoes, and retain their good appearance a greater length of time. Let us talk the matter over with you.—M. J. Choquette, Sherbrooke, Que.

* * *

Military pigskin, puttee leggings, leather boots and rubber soled shoes of all descriptions.—W. Jacques & Sons, Quebec.

* * *

Mothers, save your children's feet from the discomfort you possibly now experience from improperly shaped shoes bought in your childhood. Buy them roomy, good looking, well made shoes. Built scientifically to allow ample toe room and built substantially to stand sterling service.—A. D. Ingraham Co., Sydney, N.S.

* * *

Be good to your feet and wear Dr. A. Reed Cushion Shoes because they fit your foot as a mould, distribute the pressure uniformly, need no breaking in; are a boon to tender feet; are comfortable and stylish; prevent foot ailments; make walking a pleasure; keep your feet at an even temperature; prevent cold damp feet; conform to every curve of the foot; relieve the jar when walking; make hard floors comfortable; prevent and relieve flat foot. And sold at one price—\$6.50, by—Lowry-Glanville Co., Ltd., Leduc, Alta.

* * *

Stylish footwear for autumn. Much of the beauty of your fall costume depends upon the smartness of your footwear. The prevailing fashion in gowns make shoes conspicuous, and your choice of footwear is quite as important as your selection of a becoming hat.—Glass Bros., Calgary, Alta.

* * *


Monarch, Brandon and Dr. Brandon's—the shoes have earned by their style, fit and quality a reputation that is lasting. Every shoe looks good and is good. Good in every ounce of material and in every detail of workmanship. The leather which goes into these shoes is so tanned that it not only feels comfortable but gives satisfaction in wear.—Jackson's, Georgetown, Ont.

PRACTICAL HINTS ON HANDLING COMPLAINTS


(Continued from page 20)

of many railway firemen and engineers brought me in touch with many such complaints. An examination of the leather would generally show brittleness where the leather had been scorched. I would say to the customer—"You, as a railroad man wearing leather mitts in firing your engine, know what scorched leather looks like. Can you deny that this shoe has not been scorched in the same way?" A little tact and common sense in handling the complaint will generally avoid trouble, and above all do not lose your temper. Some of these fellows would come in with every sign of being red hot, but I found quite often that they were not as mad as they gave the appearance of being. Frequently they had a feeling that they were wrong, but were simply trying me out.

The customer is not always wrong, however, and when complaints are just, do not dodge; make them good. The small saving in dodging when you should not is usually more than balanced by the big loss of entire future business.



AMONG THE SHOE MEN.



F. C. Adams, who has been the manager of the Agnew store in Berlin, Ont., for some time, has been transferred to the London branch. Mr. Schacht, of London, is the new manager of the Agnew business in Berlin.

Chris. Marshall, a native of Barbadoes, B.W.I., who has been making shoes at 18 Johnson Street, Kingston, Ont., has enlisted with the 80th Battalion for active service.

Percy Williams, shoeman, of Yorkton, Sask., has enlisted with the 53rd Battalion Band, as snare drummer, and will go to the front. Mr. Williams' many friends will wish him a safe return.

Jos. McDonald, shoemaker, died recently at his home in Portland, Ont. He was 78 years of age and is survived by his widow and two children.

N. J. Bordeau, representing the Galt Shoe Mfg. Co., of Galt, and R. L. Savage, representing the James Muir Co., Maissonneuve, and Clark Bros., St. Stephen, N.B., have opened spacious sample rooms in Toronto, over the store of A. Levy, 260 Yonge St.

J. P. Buchanan, representing the Smardon Shoe Co., Montreal, was in Toronto during the past few days, showing a fine range of snappy and artistic spring samples. Mr. Buchanan reports having had an exceptionally good season so far.

John G. Settle, representing the Murray Shoe Co., London, spent some days in Toronto last week, showing a splendid range of spring samples, which are taking well with the trade.

Snedicor & Hathaway Co., Tillsonburg, Ont., are working 14 hours a day, owing to a large number of orders on hand.

A. A. Armbrust and Alex. Inrig, of Berlin, both of whom are well known to the shoe trade, have announced their intention of erecting a new factory in that city for the making of women's shoes. It is understood that negotiations are now under way.

J. Schwartz, representing L. B. Wasserstrom & Co., New York, was in Toronto last week on business.

G. J. Scott, representing P. Jacobi, shoe store supplies, Toronto, returned recently from an extended business trip throughout the West, going as far as the Coast. He is now on a visit to the Maritime Provinces.

Hugh White, of the White Shoe Store, Toronto, and wife, have been spending a very pleasant holiday in Washington and other points south.

W. M. Angus, assistant general sales manager of Ames-Holden-McCready Co., Limited, Montreal, was in Toronto last week on business.

Chas. Burgoyne, of W. Burgoyne & Son, Fenelon Falls, Ont., was in Toronto last week on business.

W. P. Francis, of The John Ritchie Co. Ltd., Quebec, was in Montreal recently.

E. L. Emerson, of the Boston Last Co., Boston, was on a visit recently to the Canadian plant of his firm in Richmond. Mr. Emerson was also in Montreal.

W. E. Short, who represents the Kingsbury Footwear Co. in the Western provinces, was in Montreal this week.

Bert Packard of L. H. Packard & Co. is spending a few days in New York and Boston.

Edward Stuebing, who has been in charge of the shipping department of the Kimmel Felt Co., Berlin, has taken a position on the traveling staff of the Consolidated Felt Co.

He recently returned from an extended trip through the Maritime Provinces.

Chas. Goldart, lately connected with the W. J. Thurston Shoe Store, Stratford, has taken a position as traveler for Gourlay & Fogelberg, shoe manufacturers, Berlin, and is covering the Maritime Provinces. Geo. Logan, of Guelph, has joined the staff of Mr. Thurston in Stratford.

The new factory of the Hurlbut Company, in Preston, is rapidly nearing completion, and it is expected that the firm will move into their new quarters during the early part of next month.

Chas. McFarlane, who has been for several years on the warehouse staff of the White Shoe Co., Toronto, is taking a position on the road and will cover part of Ontario east of Kingston for the firm.

An attractive new hanger has been issued by the Kaufman Rubber Co., with the words "Lifebuoy—Made-in-Canada—away above all others." Two happy children are riding in a storm rubber, which forms the seat of an aeroplane. They are sailing merrily at a great altitude above all objects.

Capt. W. Alfred Moore, of Beardmore & Co., Toronto, who is connected with the 9th Mississauga Horse, is taking a special course at Stanley Barracks, Toronto, to qualify as field captain.

William M. Wallace, who was a highly respected resident of St. John, N.B., where he was for a number of years engaged in the shoe business and latterly as a preventive officer in the Canadian customs, died recently after an illness of four weeks. He leaves a wife, five daughters and one son. Mr. Wallace was widely known in musical circles, being a charter member of the City Cornet Band.

A handsome and well illustrated catalogue has been issued by R. Neill, the widely known shoe merchant, who has headquarters in Peterboro and controls stores in several towns and cities of Ontario. The booklet is nicely printed and reflects credit on the firm.

John McLean, for the past few years on the staff of the Invictus Boot Shop, Toronto, has gone to Niagara Falls, Ont., where he has engaged in the retail fish business.

A general meeting of the Toronto Shoe Retailers' Association was held on Thursday, October 21, in the Temple Building, Toronto, from 9.30 to 11.30 for the consideration of general business.

George A. Slater, of Montreal, was in Toronto recently on a business trip.

R. G. Long & Co., 439 Wellington Street West, Toronto, have purchased 727 to 733 King Street West for \$21,000, or at the rate of \$400 a foot. The purchasers intend to erect a five-storey building to cost \$80,000.

J. Roney, shoe repairer of Georgetown, Ont., has added another machine to his up-to-date equipment, which is specially designed for repairing children's shoes.

James Campbell, who has conducted a shoe repair shop on Park St., Niagara Falls, Ont., for the past sixteen years, has retired. For many years previous he was in partnership with his brothers in the footwear business in St. Catharines, and before taking up his residence in Niagara Falls, carried on a flourishing potash business in Brampton.

T. H. Marshall, shoe retailer, 982 Queen street west,

Toronto, will remove at an early date to Bloor St. W., near Salem avenue, where he has leased a well fitted up store.

The American Bootery have moved into their handsome and nicely equipped new store on Government street, Victoria, B.C.

Bruce Knowlton, of the Zinc Shoe Co., Brandon, Man. has returned from a trip to the Panama-Pacific Exhibition, California. James White, of Trail, B.C., has also returned from a visit to the big fair.

E. E. Stark, of the Stark Shoe Co., Vancouver, spent a few days recently in Seattle on a buying trip.

Walter Stevens, of the Murray Shoe Co., London, was in Toronto recently on his return from a business trip to Buffalo and Rochester.

Ed. R. Lewis, leather dealer, 21 Scott street, Toronto, is going around with a large smile these days for he is the proud father of a 10-pound recruit for His Majesty's army. William Edwards, of the leather firm of Edwards & Edwards, Dupont street, Toronto, is also a happy man owing to the arrival of a new soldier boy in his home.

Charles A. Ahrens, shoe manufacturer, Berlin, was in Toronto last week calling upon the trade.

N. B. Detweiler, of the G. V. Oberholtzer Co., Berlin, was in Toronto recently on business.

Wesley Kibler, of Kibler & Christmas, dealers in shoes and clothing, Kamloops, B.C., is now residing in Berlin, Ont., where he is managing the business of his father, who passed away some time ago.

The Harvard Shoe Co., Kamloops, B.C., have taken over the shoe business of W. E. Tait & Co., of that city, Mr. Tait having enlisted for foreign service.

W. E. Cathcart, shoe dealer, Victoria, was a recent visitor to Seattle on business.

Another shoe dealer in the person of H. E. Munday, Victoria, B.C., has moved into a new store on Government street, where he has very attractive premises.

A leading shoe traveler, who has returned from the Canadian West, says that trade in most small centres has shown

ENTERS UPON NEW POSITION

J. L. Chisholm, who, for a number of years has been connected with the Regal Boot Shop, Toronto, and is widely known to the shoe trade, having held several responsible positions with leading Toronto firms, has been appointed manager of the Invictus Boot Shop, which recently removed



into attractive new premises at 93 Yonge street, Toronto, and has entered upon his new duties. Mr. Chisholm is an expert window trimmer and his original efforts in this line have long been much admired. He is also thoroughly familiar with all other departments of the business.

a big improvement and that in a few months the larger communities will loom up better. Business on the whole has been much more satisfactory for spring deliveries than it was last season.

The assets of the O'Loughlin Boot Shop, Montreal, were sold this week.

The next annual convention of the National Shoe Retailers' Association will be held in New York in January, and will take up many live topics.

E. T. Wright & Co., Rockland, Mass., and St. Thomas, Ont., have opened a New York office at 655 Marbridge Building, Broadway and 34th street, where a full line of samples is carried.

Living models wearing the latest modes in footwear is the very newest method of displaying shoes. The Walk-Over Boot Shop, of Schenectady, N.Y., held such a fashion show in its windows two evenings recently. Two powerful spot lights were used with striking effect to play upon the shoes worn by the models, and in this way the shoe display was apparent to everyone. The attraction power of this novel advertisement was so great that it was necessary to call the police twice, to hold the crowds in check, and the results from a sales standpoint are reported as exceedingly satisfactory.

The Dunlop Tire and Rubber Goods Co., Limited, Toronto, have received a communication from K. J. Dunstan, president of the Canadian Red Cross Society, acknowledging "Dunlop Day" check. The total receipts, including the moneys derived from the sale of programmes, was \$1,478.26.

J. S. Joyce & Son, shoe dealers, of Havelock, Ont., are closing out business.

The stock of B. D. Kert & Co., shoe dealers, of Montreal, has been sold.

A. Russell Hewetson, of the J. W. Hewetson Co., shoe manufacturers, Brampton, Ont., was at the annual Convention of the Christian Endeavor Union, held recently in Berlin, Ont., elected Treasurer. The Convention was largely attended, and was one of the most successful ever held in the history of the Union.

A. R. Kaufman, of the Kaufman Rubber Co., Berlin, is on an extended business trip to Winnipeg, Calgary, Edmonton and other points.

The Beardmore tannery of Beardmore & Co., at Acton, Ont., is now specializing on oak tanned sole leather and the output is constantly increasing.

J. A. Duchaine, Quebec, was a visitor in Montreal during the past week.

Thomas Therrien, St. Jerome, Que., has installed a 6 foot U. S. M. Co. shoe repair outfit in his shop.

J. E. Lachance, Quebec, was in Montreal during the past fortnight.

Clarke Bros., St. Stephen, N.B., have installed several new machines in their factory, including lasters and pulling-over machines.

Nelson J. Roberts, 154 Charlotte Street, St. John, N.B., has installed an 18 foot Goodyear shoe repair outfit, Model N., in his establishment.

Dan McLean, Sydney, N.S., is putting in his shop an 18 foot Goodyear shoe repair outfit, Model N.

The U. S. M. Co. are completing setting up of machinery in the factory of the Canadian Footwear Co., Montreal, and it is expected the firm will begin operations this week.

Sydney New, of the Newcastle Leather Co., New York and Montreal, was recently on a visit to the Canadian branch of the firm.

Several new machines have recently been installed in the factory of the Tetrault Shoe Mfg. Co., Montreal.

The Walpole Rubber Co. of Canada, Limited, are placing on the market a new variety of Cat's Paw heel, designed to fit Kidney, Cuban, Louis and French heels. This is the first time that any Canadian manufacturer of rubber heels

has offered a line of this kind, and it is felt that they will be welcomed by the trade, who have heretofore had to use imported heels. Samples and prices can be obtained from jobbers, or from the Walpole Rubber Co. of Canada, Limited, 4 Papineau Square, Montreal, P.Q.

Dr. W. M. Scholl, of the Scholl Mfg. Co., Chicago, was in Toronto last week on business.

"Shoe Topics," Boston, recently issued a special number, in which the pictures of many prominent shoe supply buyers were given. Among the representatives whose cuts appeared were:—Jas. F. Clark, of Clark Bros., St. Stephen, N.B.; A. W. Donovan, of E. T. Wright & Co.; W. V. Mathews, of Ames-Holden-McCreedy Co.; and C. A. Brouillard, of the James Muir Co., Montreal.

Aug. Bassett, representing the Lang Tanning Co., of Berlin, Ontario, was in Boston last week, visiting the trade. Mr. Bassett is now calling on the harness and trunk manufacturers more than on the shoe trade, but is well known to the latter from his long connection with the Pfister & Vogel Leather Co.

James French, an old employe of the Amherst Boot & Shoe Co., Amherst, N.S., has returned from a trip to his old home in Scotland, which he had not visited for fifty-one years.

In addition to an extra pair of boots for each soldier at the front and in England, the Department of Militia is arranging to send them a supply of larrigans for use in trench work during wet weather.

David and Wm. Marsh, of the Wm. A. Marsh Co., Quebec, were in Toronto recently. Wm. Marsh left on an extended trip throughout the west, going as far as the coast.

B. W. S. Martin, of John Ritchie Co., Quebec, was in Hamilton, London and Toronto on business last week.

The Kent Shoe Store, Truro, N.S., recently offered a valuable prize for the one collecting the largest amount of produce for Zion Church harvest festival.

J. E. Pare, sales manager for Dufresne & Locke, Montreal, was in Toronto, Hamilton and London last week on business.

The Unique Shoe Co., Toronto, recently entered into negotiations with Newmarket, asking for a loan of \$20,000, the directors of the company agreeing to give personal bonds for \$5,000 and to be relieved after the first five payments, the repayment of the loan to be \$1,000 and interest annually. In consideration of this concession from the town, the company would erect a two-storey factory, 40 by 125 feet, the building and grounds to cost about \$12,000, the heating plant about \$1,300, while the machinery would involve an expenditure of \$9,000. The annual pay roll of the company would be about \$35,000. The company are now paying \$1,400 rent and taxes in Toronto. The members of the Newmarket Council, after taking everything into consideration, thought that \$15,000 was sufficient to loan the company, and believed that a by-law for this sum would carry, if submitted to the people. Jasper W. Phillips, manager of the company, said they thought, under the proposal made, that the loan should be \$20,000 instead of \$15,000. Meanwhile the matter is left in abeyance.

Wallace Waller, who for the past 18 years has been in the employ of McLaren & Dallas, wholesale shoes, Toronto, has accepted a responsible position in the shoe department of Robt. Simpson Co., Limited, and will enter on his new duties on November 1st. Mr. Waller, who is widely known and well liked by the city trade, began his career as a messenger boy with McLaren & Dallas. He then spent three years in the warehouse, and for the last fifteen has been covering Toronto in the interests of the firm. He speaks very highly of the kindly relations that have always existed between his employers and himself, and desires to return his thanks to the shoe merchants of Toronto for their kindness and cordiality during his daily intercourse with them for so many years.

Aird McKays and Turns

Aird Spring Samples are now
in the hands of all the
Reliable Jobbers.

Inspect them.

AIRD & SON (Registered) MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

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The publishers of the Shoe and Leather Journal reserve the
right to reject any matter furnished either for the advertising
or the reading columns.

It is understood that Mr. Waller will be associated with H. S. Bond in the purchasing department.

J. M. Clark, shoe dealer, Teeswater, Ont., was in Toronto last week on business.

Louis O. Breithaupt, eldest son of L. J. Breithaupt, of Berlin, president of the Breithaupt Leather Co., was married recently in Milton, to Miss Mabel Louise White, at the residence of the bride's uncle, Dr. H. A. McColl, ex-mayor of that town. Miss L. Campbell and Miss E. Breithaupt were bridesmaids, and the groom was attended by Albert Augustine, of Berlin. Mr. Breithaupt and bride left on an extended honeymoon to New York, Washington and other centres, and upon their return will reside at 11 Margaret avenue, Berlin. The bridegroom is manager of the sales department in sole leather for the Breithaupt Leather Co., and has been associated with the trade for over five years. He is one of the stirring, progressive sort of young fellows who is making good, and many friends will congratulate him on the step that he has just taken.

In the last consignment of orders placed by Department of Militia and Defence for the regulation type of army shoes, it is understood that the prices on which most of the firms who were successful in their tenders, ranged around \$3.85 to \$3.90 per pair. Ames-Holden-McCready Co., Montreal, secured an order for 30,000 pairs; Tetrault Shoe Manufacturing Co., Montreal, 18,000; Scott-Chamberlain Co., London, 10,000; Regal Shoe Co., Toronto, 7,000; Brandon Shoe Co., Brantford, 7,000. It is understood that the John Ritchie Co., Quebec, secured an order for 50,000 pairs of rest shoes, and that another order was placed with the Williams Shoe, Brampton, for 5,000 pairs of army boots.

It is predicted that overgaiters will be very popular this season. The leading colors demanded are Belgian blue, are white and wet sand. The colored creations are made in silk cravenette, with black silk binding, some being cut eight buttons high instead of the regulation six buttons. The new blue creations are decidedly pretty and although consider-

ably dearer than last season, are taking remarkably well. White overgaiters are made of white felt or white cravenette, with black stitching around the button holes and black binding. Other colors seen are champagne, fawn, gray, drab, etc., but it is predicted that the blue and the white will have the largest requisition. Many of the newest cravenette gaiters are sold by retailers at \$2.50 and \$3.00 per pair.

A. Davis & Son of Kingston are now putting in additional plant, contracts for which have been awarded. The latest improved engine and generator, direct connection, 150 h.p. unit for the manufacture of electric power by steam, the Sheridan press, additional whitening machine and splitting machine and a number of other improvements. The firm are exceedingly busy.

The Men's Club of the Dominion Rubber System has been formed in Montreal and club rooms secured. The object of the club is to encourage education among the members, by means of classes, lectures, etc., to foster social intercourse and co-operation and take part in athletics and recreation. All men and boys employed by the Dominion Rubber System in Montreal are eligible for membership after having been in the company's service three months. R. W. Ashcroft, advertising manager of the Dominion Rubber System, has been elected librarian of the club and has offered a cash prize to be presented at the end of the term to the boy who takes stenographic dictation most rapidly and accurately.

J. H. Moore, of Cornwall, Ont., has been appointed Maritime provinces representative of the Minister, Myles Shoe Co., Toronto, and is now calling upon the trade in New Brunswick, Nova Scotia and Prince Edward Island.

Word has been received that Private Clifford S. Weston, son of Fred Weston of the Weston Shoe Co., Campbellford, Ont., who has two sons at the front, was wounded recently in action and is now in the hospital "somewhere in France." Private Weston, who is a member of the 21st Battalion, was wounded seriously in the hip. His many friends will hope soon to hear of news of his recovery.

Scott-Chamberlain, Limited, London, Ont., are now manufacturing a range of boys' Goodyear welts in sizes from one to five, made on the "Just Like Dad's" idea. The new line is particularly designed to meet the requirements of the growing feet of boys. There is plenty of toe room and, at the same time, the shoes are neat and attractive. The range is meeting with immediate favor. In the new output is seen a boys' army shoe, which is just as comfortable and easy fitting as the regulation boot of the Canadian militia, and the boys are welcoming the new offerings with a large amount of appreciation.

J. A. Wade, who has had many years' experience, has been appointed factory manager of the general rubber goods section of the Montreal plant of the Dominion Rubber System. He entered the employ of the Revere Rubber Co., Chelsea, Mass., in 1885, and, after spending four years in the factory, was transferred to the sales division and later took a position on the road. He next joined the Canadian Rubber Co. at Montreal and was made assistant manager of the mechanical rubber goods division. Many friends are congratulating him on his recent well deserved promotion.

A meeting of the creditors of Campbell & Winn, Limited, proprietors of the Sample Shoe Store, 310 Yonge street, Toronto, who recently made an assignment to N. L. Martin, Toronto, was held this week. The firm started business in December last and the financial statement shows liabilities of about \$13,875, while the stock and fixtures are valued at \$4,381. The creditors appointed inspectors and the stock will be sold by auction at Suckling & Co.'s auction rooms, 76 Wellington street west, Toronto, on Wednesday, October 27th, at two o'clock.

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

LUCIEN BORNE

Manufacturer of
GLAZED KID

SALES ROOM
491 ST. VALIER STREET

QUEBEC

MONTREAL OFFICE
152 NOTRE DAME STREET W.

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
WM. A. MARSH CO.
LIMITED

*Manufacturers of
Fine Boots and Shoes*

QUEBEC

Box Toes and Heels

OF ALL KINDS

WE GUARANTEE THEM

When you use our box toes and heels you
are insuring satisfaction in these depart-
ments. Write for samples and information.

J. E. DUPRE

The

A. BAILLARGEON

Montreal Box Toe Co.

ESTABLISHED 1904

If

you want the
best material
and workman-
ship ask for



No. 14—10 in. leg

**John Bull
Larrigans
and
Leggins**

Made by

The R. M. Beal Leather Co.

Limited

Lindsay, Ont.

We Specialize on
**GALLOON BINDINGS,
 TASSELS AND TRIMMINGS**

for Baby Shoes



Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
 Lincoln St., Boston, U.S.A. Everett

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.

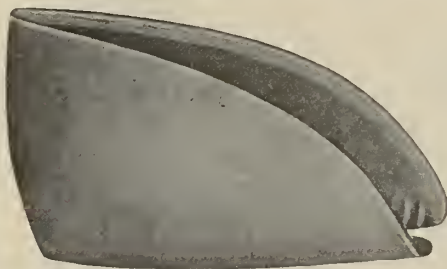
If you are not using Mohlene "A," now is a good time to start.

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



"Our Fibre Counters are Guaranteed to Outwear the Shoe"

DUCLOS & PAYAN

TANNERS AND MANUFACTURERS OF

Chrome Sides in black and colors, Box Sides, Gun Metal and Dull Sides

MENNONITE GRAIN IN BLACK AND TAN

CHROME SOLE

FACTORY AND OFFICE :
 ST. HYACINTHE, P.Q.

STORE : 224 LEMOINE ST.
 MONTREAL



SOLE LEATHER

OAK—"TRENT VALLEY"—Mellow, Non-acid. "Tests up." Is reliable. In Bends, Backs, Sides, Bellies.

"LION"—Firm. Specially tanned for army purposes.

HEMLOCK—"PENETANG" and "EAGLE"

TAP SOLES—We stand behind every dozen.

THE BREITHAUP LEATHER CO., LIMITED

BERLIN

ONTARIO

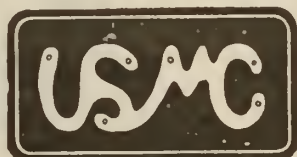
Established Over Half a Century



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.

Adelaide Street West, Toronto

492 St. Valier Street, Quebec

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THE
Robson Leather Co.

LIMITED

Oshawa, Ontario

TANNERS AND CURRIERS

Chrome Patent Sides, Box Sides, Velours Sides, Gun Metal Sides, Heavy Storm Leather of all kinds in Chrome and Combination Tannages.

52 VICTORIA SQUARE
MONTREAL, QUE.

611 ST. VALIER ST.
QUEBEC, QUE.

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 BRAND OF MERIT

is stamped on the sole of every shoe leaving the MUIR factory.

Do you fully appreciate the dependence for genuine value and satisfaction, your customers place on SIR KNIGHT, CANADIAN GENTLEMAN, THE PATHFINDER and ACADEMY brands ?

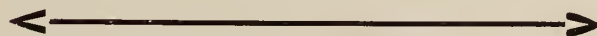
They have established a reputation second to none in Canada. Our Men's Classy Shoes retail at from \$4.00 to \$5.00. Our Boys' lines from \$3.00 to \$4.00.

An excellent margin of profit makes these brands the most desirable on the market.



THE JAMES MUIR CO.

MONTREAL



Clark Shoes

The Line of Supreme Style, Quality and Value

Every shoe man in the land should make a point of seeing the CLARK Salesman, because our Spring range is one of the largest and most complete assortments of Women's Fine McKay Shoes ever produced in a Canadian plant.

Among other features note this:

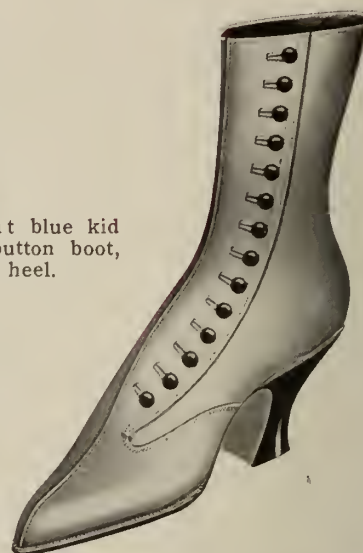
A, B, C, D and E Widths
In Six
Popular McKay Lasts

So far as we can discover, we are the only Canadian House manufacturing **all** the **different** widths on so many DIFFERENT McKay lasts. And these lasts are absolutely widths and patterns designed to follow, and not lasted or cut up or down half a size to get the widths.

Clark Bros.
Limited

St. Stephen - N.B.

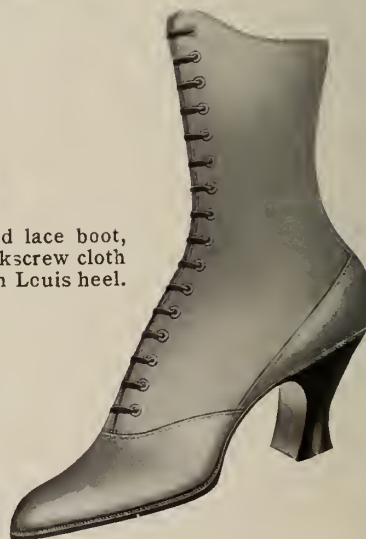
Midnight blue kid
Gypsy button boot,
half Louis heel.



Imitation Blucher,
Pump, patent forepart,
brown buck quarters,
Spool heel.



Bronze kid lace boot,
brown corkscrew cloth
top, Cuban Louis heel.



THE SHOE & LEATHER JOURNAL

SHOE AND LEATHER CAPTAINS



JOHN RITCHIE, QUEBEC

See Page Thirty

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

BRITISH OWNED

THE LARGEST SLIPPER
FACTORY IN THE EMPIRE

BRITISH MADE

CHRISTMAS TRICKETTS

This year people will turn more than ever from the buying of costly and luxurious presents to

USEFUL AND INEXPENSIVE GIFTS

No Shoe Dealer can afford to be without a full line of the most *appropriate, seasonable* and *economical* article in footwear on the market.

TRICKETT'S SLIPPERS

may be had in all sizes, styles, shapes, colors and prices, to suit all tastes and pockets. Some dealers say that they make more money out of TRICKETT'S than any line in the store in the Holiday Season.

YOUR JOBBER CARRIES THEM

SIR H. W. TRICKETT, LIMITED
WATERFOOT, near MANCHESTER, ENGLAND

Canadian Representative, J. S. Ashworth, Manchester Building, Toronto



This cut of our Growing
Girls' button boot is one of
over 200 lines—from which you are
invited to make a selection for Spring.

Our Representatives:

JOHN SCOTT,
J. A. McLEAN,
Western Provinces
W. C. MYERS,
Western Ontario
W. S. PETTES,
Eastern Ontario
J. G. RIEL,
Montreal and
Quebec
J. A. PERRON,
Quebec Province
C. A. LEBLANC,
Maritime Provinces
P. A. DOIG,
Sales Manager

Star Shoes are Popular

Because they have style and finish which
makes them ready sellers—you have no
“left overs” if you carry the Star line.

All our shoes are sold to the retailer at
popular prices—prices, which enable you to
sell at a good profit.

One of our representatives will call on
you with a full range of samples.

STAR SHOE LIMITED - MONTREAL

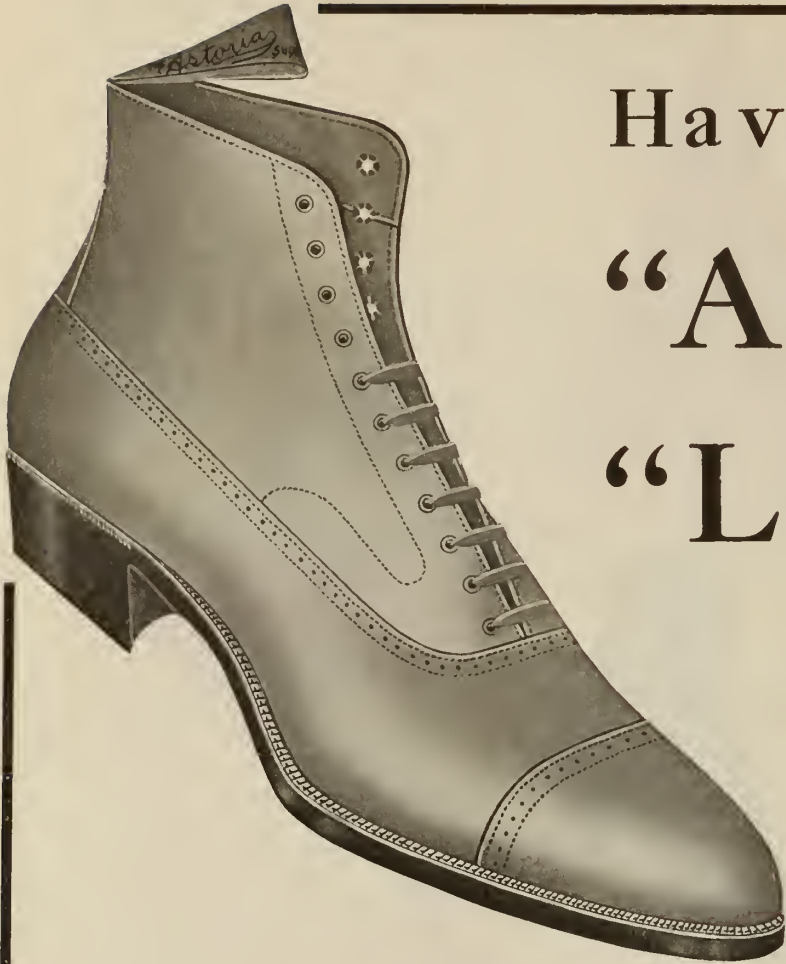
Our Lines McKAY SEWN

For
BOYS, YOUTHS
GENTS, and
LITTLE GENTS.
GROWING GIRLS,
MISSES, GIRLS
and CHILDS

URNS

For
BABIES, INFANTS,
GIRLS, MISSES,
and GROWING
GIRLS

OVER 200
DIFFERENT LINES



Have You Seen
the Spring Range of
“Astoria”
and
“Liberty”

Men's
Goodyear
Welts

These are the shoes that will bring you the trade of particular men—men who want the very best in footwear fashion and foot comfort.

Every ounce of material used in “Astoria” and “Liberty” Shoes is selected for quality and flawlessness. The merchant who sells them will never have to apologise for defect in quality or make, for in both respects “Astoria” and “Liberty” are as near absolute perfection as human skill can make them.

THE HONOR-MADE SHOE

Scott-Chamberlain, Limited
London Ontario



*The shoes that
have supplanted
Foreign Footwear*



“Classic Shoes”

For Women and Children

You will never more have reason to sell imported shoes in the women's and children's section of your store.

There's a Canadian made line that is equal in every respect to the best line ever imported for practical, profitable selling.

And that line is “CLASSIC.”

It's a tried and tested line—and a big success.

In every part of the Dominion you will find big, busy, money-

making stores in which “Classic” is the backbone of the women's and children's departments.

And if you look at the range our travelers are showing for spring 1916 you will not wonder why.

The reasons are plain—Splendid assortment, wealth of good, salable styles, values that are obviously superior to the common run.

See the “Classic” Range at your earliest opportunity.

Getty & Scott Limited

Galt

Ontario

See the Proof—

In the Brandon range for Spring 1916, you can see the proof of every claim we ever made for our shoes. The closer you inspect them the more convinced you become of their superior quality.



“Brandon” “Monarch” and “Dr. Brandon” Cushion Sole

You will note the lasts—smart and saleable, but selected for their sensible lines. You will observe the strength and finish in every detail of workmanship.

The “Boys’ Home Guard Shoe”

is our new line in high grade calf leather. See the samples of this—easily the best value in boys’ fine shoes that you can get on the continent.

*Rush Orders Delivered
In Twenty-one Days*

The Brandon Shoe Co., Limited
Brantford - - Ontario



BELL'S "UNLOCKED PROCESS" SHOE

Are you interested in the best method of Shoe construction ever devised ?

Frankly you cannot afford to overlook an investigation of its merits.

It is the only Shoe known that will give the foot perfect exercise, muscle development, good blood circulation, health and life.

It is the only Shoe known that gives perfect body weight balance, and is so constructed that it supplies a constant "Uplift" to the Shank, combining the advantages of an arch support, with the ease and comfort of a cushion.

Scientifically built on Anatomical Lasts.

Do not let it get by you.

J. & T. BELL, LIMITED
MONTREAL, CANADA

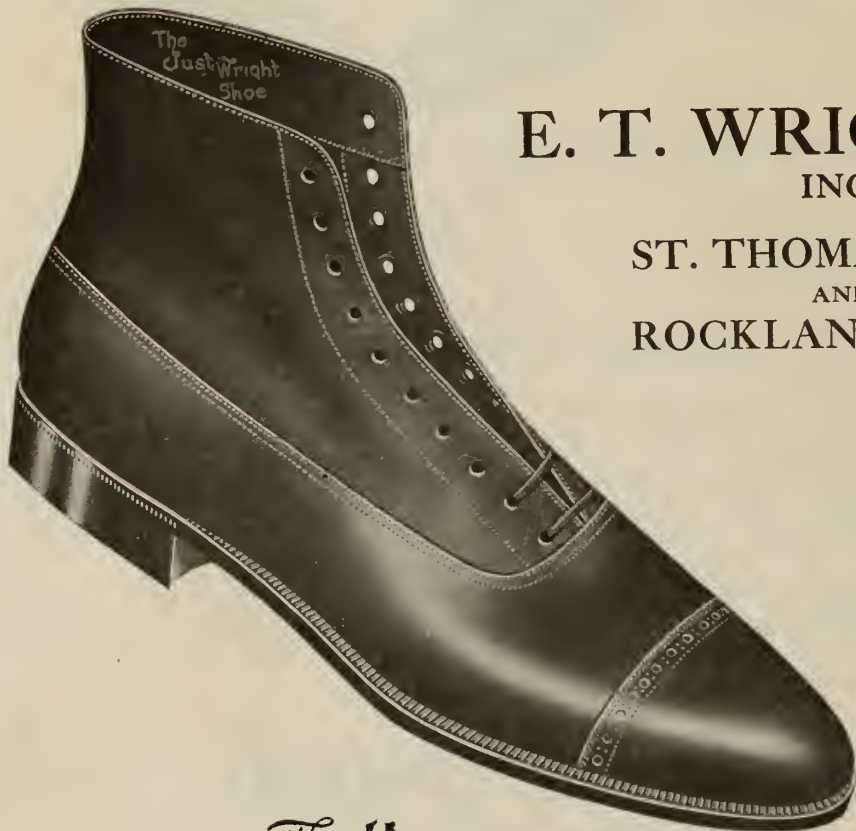
Makers of High Grade Footwear
and

Sole Makers of the Dr. A. Reed Cushion Shoe
"The Easiest Shoe on Earth"

Buy the "WRIGHT"—quick march!

This is a good command to give yourself, because you will "quick march" to good purpose. Business, everybody says, is picking up wonderfully and your share will come if you've got the stock people want. Experience shows that most particular men want

THE JUST WRIGHT SHOE



E. T. WRIGHT CO.
INC.

ST. THOMAS, ONT.
AND
ROCKLAND, MASS.

The Just Wright
TRADE MARK SHOE

"Club" No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
¾ Newark Heel. Sizes C 5 to 10½, D 5 to 10½.

Stock No. 207—Same in Tan.

Stock No. 208—Same in Nut Brown.

Keep our "In Stock"
Catalog handy, you'll
find it most useful

THE AMES-HOLDEN SHOE

signifies all that is desirable in high grade footwear.

Style, comfort and wearing qualities are only a few of the many features which go to make the AMES-HOLDEN SHOE indispensable to the great majority of your patrons.

THEY WILL ASK FOR IT
—BE PREPARED.

Don't Forget Our In-Stock Service

which enables you to sort up quickly and most satisfactorily on broken lines. By taking advantage of the service we offer, you can save many dollars—and customers.

AMES-HOLDEN SHOE

MONTREAL
WINNIPEG

ST. JOHN
EDMONTON

TORONTO
VANCOUVER



A Big Success!



No. 59—Last
Raglan Blucher, Recede Toe, Flange Heel,
3-Row-Stitched Tip, Blind Eyes to Top,
Custom Grade—A Winner for Spring

Our range for Spring, 1916,
has proved to be a big success.

Always leaders, this time

“EAGLE”

and

FRANK W. SLATER'S

“STRIDER”

SHOES

proved to be just what keen buyers sought. The lasts and patterns are the very latest, the material combinations the most popular—and, of course, the workmanship—as usual. If you have not seen Eagle samples for Spring, be sure to do so.

La LORRAINE McKays FOR WOMEN

While we are specialists in Welts for men and women, we have a line of McKays that will prove most interesting to you if you want a sure-selling, profitable line of stylish, flexible women's shoes. See our “La Lorraine” Samples.

Quebec Province: A. J. PINSONNAULT E. Ontario: ALF. WINN W. Ontario: F. B. HULL Maritime Provinces: W. J. GARD
Manitoba: JOHN SCOTT Montreal Island: E. A. MARCHILDON Saskatchewan and Alberta: J. A. McLEAN

The Eagle Shoe Co., Limited

MONTREAL, QUE.

Makers of “Eagle” and Frank W. Slater's “Strider” Shoes

Popular Boots for Fall

These five and forty other attractive styles are in stock for your immediate use. Shoes that are stylish and built to make good even with the most critical. Your customers will find pleasure and satisfaction in the comfort and perfect fit of these boots as well as in the long wear they will give.



J 302 O

Women's Welt Boot, patent, Belmont last, 7 in. height, black cloth top, button, patent circular fox and back stay, plain toe, leather half-Louis heel. AA—4 to 7; A—3 to 7; B, C and D—2½ to 7.

\$2.75



J 0127 H

Women's Perfection Welt McKay Boot, dull calf, Lyric last, matt kid top, three-quarter fox, button, tip, 1 3/4 inch heel. B—3 to 7; C, D and E—2½ to 7.

\$2.25



J 0108 L

Women's Flexible McKay Boot, patent, Regent last, black cloth top, 7-inch height, button, patent circular fox and back stay, plain toe, short vamp, leather half-Louis heel.

B, C and D—2½ to 7.

\$2.25

J 314 E
Women's Welt Boot, Patent, Versailles last, grey cloth top, 7-inch military lace, patent circular fox and back stay, narrow patent lace and top stay, plain toe, short vamp, leather half-Louis heel.

AA—4 to 7; A—3 to 7; B, C & D—2½ to 7.

\$2.75



J 0327 F

Women's Welt Boot, all mat kid, Belmont last, 3/4 fox, button, tip, 1 3/4 inch spool heel. A—3 to 7; B, C and D—2½ to 7.

\$2.75

Your order will be shipped the same day received. Ask for copy of catalogue. It shows the desirable styles.

UTZ & DUNN CO.

ROCHESTER, N.Y.

Los Angeles Office

602 Lankershim Bldg.
Los Angeles, Cal.
G. C. McATEE
Representative

New York Office

200 Fifth Avenue—Fifth Avenue Bldg.
Room 405

S. A. McOMBER, Representative

Denver Office

218 Charles Bldg.
Denver, Colo.
RICE & TIGER
Representatives

MR. RETAILER

A FINAL WORD with you before you place your SPRING ORDER



Patent Button, Black Cloth Top, Plain Toe, Special Heel, Last 60—Welt, Turn or McKay



Patent Pump, Fancy Quarter, Last 56—Welt or Turn



Patent One Strap Pump, Last 60—Welt, Turn or McKay



Patent Cross Strap Pump, Last 56—Welt or Turn.

DO YOU KNOW that the **C. N. W. Shoe Company, Limited**, is this season turning out a line of **WOMEN'S FINE SHOES** second to none? Shoes that are up to the minute in **STYLE** and **WORKMANSHIP**? Shoes that really fit? The kind that your **CUSTOMERS** come back and ask for "THE SAME SHOE I HAD BEFORE."

THIS may be the Lady Elgin, Miss Milo, The Duchess, Comoda Cushion, or that ever popular shoe "AUNT MARY'S OUTSIZE."

As for the present favorite **GYPSY SHOE**, this progressive firm is featuring it in the latest patterns both lace and button.

C. N. W. Shoe Co., Limited

LONDON, ONTARIO

Merit In Service and Merchandise

The shoe trade of Canada has become familiar with our slogan "Miner Means Merit." What we wish to emphasize here, is the fact that we aim to deserve a reputation for service, no less than quality of product.

Miner Service Always Reliable

The wholesale shoe houses distributing Miner Rubbers to the retail trade are part and parcel of Miner Service. They are houses that can and do "deliver the goods," firms that can be relied upon as can our controlled branch offices and warehouses, to give prompt delivery from complete assortments.

*Send Your Sorting Orders
For Miner Winter Lines*

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.
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.
Congdon, Marsh, Limited	- - - - - 88 Princess St.,	Winnipeg, Man.
Congdon, Marsh, Limited	- - - - -	Edmonton, Alta.
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
MERIT





“Life-Buoy”

Superior Quality

Rubber Footwear

If your Sorting stocks of Rubbers are not complete, send us your order to-day and be prepared for the first demand on change of weather.

Address order to Branch Warehouse nearest you.

THE KAUFMAN RUBBER CO., LIMITED

HEAD OFFICE AND FACTORY

BERLIN - - - ONTARIO

VANCOUVER

EDMONTON

SASKATOON

WINNIPEG

LONDON

TORONTO

OTTAWA

MONTREAL

QUEBEC

ST. JOHN

TRURO

CHARLOTTETOWN

If your order for your *1916 Spring TENNIS Requirements* has not yet been placed, do not fail to see a “Life-Buoy” man and get the benefit of present prices.

BIG SAVINGS FOR MANUFACTURERS IN SHIPPING

90%

SAVED IN
STORAGE SPACE

50%

SAVED
IN ACTUAL
PACKING TIME

20%

OR MORE SAVED
IN FREIGHT
CHARGES

20%

CHEAPER THAN
WOODEN BOXES

Would you continue shipping your products the way you are doing now if we could prove that there is a better and more economical method? Probably not, for every business man must be on the continual lookout for opportunities to cut his expenses and improve his service to customers. For this reason, you owe it to yourself to investigate the advisability of using the

MARTIN

Corrugated Fibre Board

SHIPPING CASES

The actual saving they make possible in your business is the main reason why you should use MARTIN SHIPPING CASES; but there is also a supplementary reason in that

THEY ARE AN ALL-CANADIAN PRODUCT

This firm has no affiliation with non-Canadian concerns. Its capital is Canadian; its factory is Canadian; its workmen are Canadian, and its profits remain in Canada. If you believe it is a wise thing to support Canadian industry, when price and service permit, then get quotations on Martin Corrugated Fibre Board Shipping Cases.

Your Inquiry is Solicited.

Martin Corrugated Paper & Box Co., Limited

Factory and Office: 353 Pape Avenue, Toronto



The Regal Reputation Is An Asset of Proved Value



No other make of men's shoes in the world enjoys so assured a reputation as Regal Shoes; no sign is so familiar to buyers of high class shoes as the Regal sign.

And the great mercantile asset which these facts represent becomes yours the moment you hand out the Regal sign as the authorized Regal store for your locality.

And then, think of the Regal Service!

35 Up-to-date Styles Always in Stock

By selling Regal shoes you can get practically all the men's high class shoe trade that your locality produces, because you have all the distinct advantages of stock and service of New York and London stores.

"MADE-IN-CANADA"

Only one dealer in each town granted Regal Rights. Write us about it if no other merchant has got in ahead of you.

Regal Shoe Co., Limited

IN-STOCK DEPARTMENT

102 Atlantic Ave.

- -

Toronto

BOOTS SHOES AND RUBBERS

YOUR SORTING ORDERS—

You should sort up now in heavy leather shoes, rubbers and slippers, rather than wait until you are called on to produce a line out of "stock."

This immense warehouse is stocked for your service.

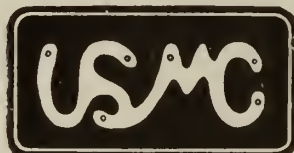
Your attention is directed also to our excellent range of Spring footwear now being shown by our travelers.

BOOTS 104 JAMES ROBINSON 108 SHOES MONTREAL

Shoe Machinery

For Every Department
FROM
Lasting to Finishing

TRADE



MARK

GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL-C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring, and Finishing Machines, Loose Nailing and Slugging Machines, Cementing, Buffing and Skiving Machines, Gem Insole Machines, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

UNITED SHOE MACHINERY CO. OF CANADA

MONTREAL - - QUE.

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Correct Design— Faultless Make

In a nutshell the above is the story of some of the outstanding successes of the Canadian shoe trade. It describes the reason for the preeminence of

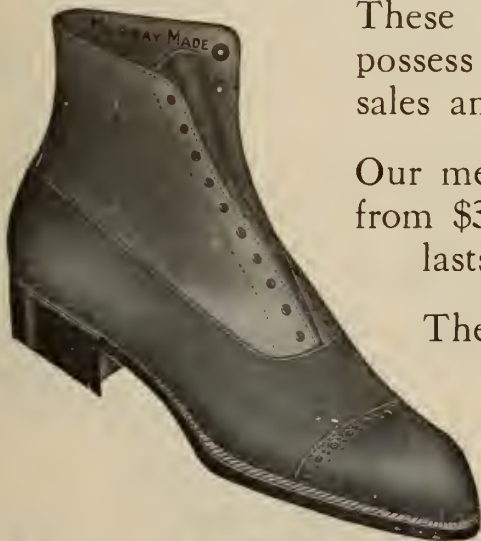


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The Famous Shoes For Men

and “London Lady”

The Women’s Shoe of Quality



These are Lines for the good trade and they possess the style and quality that build both sales and reputation.

Our men’s range consists of 125 lines, retailing from \$3.50 to \$6.00, including four brand new lasts in Goodyear Welts.

The line of Women’s Fine McKays offered is also large and complete, the various styles retailing from \$2.50 upwards.

The Murray Salesman has your line for 1916. See him.

The Murray Shoe Co., Limited

London

Ontario

MONTREAL BRANCH

Read Building, St. Alexander and Jurors Streets

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Have you examined the big Spring 1916 range of "Royal" and "Bull Dog" Outing Shoes? Do so at your earliest opportunity, for it is a line of merchandise that you really ought to see.

"Royal" and "Bull Dog" Outing Shoes

The range is full of profit possibilities in the new styles and in the perfection of quality and finish. There is something in it for every shade of demand, for both sexes, of all ages. Our representatives are now showing complete ranges in all parts of Canada.



Mail Your Sorting Orders
for Seasonable Lines to
One of Our Representatives

THE INDEPENDENT RUBBER CO., LTD.
MERRITTON - ONTARIO

Selling Representatives:

Amherst Boot & Shoe Co., Limited	- -	Amherst, N.S.	The Kilgour, Rimer Co., Limited	- -	Winnipeg, Man.
The Amherst Central Shoe Co., Limited	-	Regina, Sask.	The J. Leckie Co., Limited,	- - -	Vancouver, B.C.
A. W. Ault Co., Limited	- - - - -	Ottawa, Ont.	The London Shoe Co., Limited	- - -	London, Ont.
White Shoe Co.	- - - - -	Toronto, Ont.	McLaren & Dallas	- - - - -	Toronto, Ont.
James Robinson	- - - - -			- - - - -	Montreal, Que.



*THE
Professor*

PAT. NO.  119409
GOLD CROSS
SHOE



Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO

Their Wear Bespeaks
Their Worth

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At the same time, neither one is lacking style. You'll find no smarter shoes made. In fact these shoes come closest to perfection as a combination of good fit, good style, good wear and good value.

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LEATHER CO., LIMITED

THREE RIVERS, QUEBEC



Sure, Steady Sellers

that give

Service and Safety

- ¶ The line that turns over the most frequently, that brings your customers back again and again, is the profitable one to handle.
- ¶ The strongest appeal of YAMASKA BRAND shoes lies in their saleability. They make sure business for you because they are just what the people want and can afford. And then, the service they always give makes such a strong appeal to your patrons that it means increased business for you.
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LA COMPAGNIE J. A. & M. COTE
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McKays
and
Turns

Aird Spring Samples are now
in the hands of all the
Reliable Jobbers.

Inspect them.

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Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

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TRADE MARK
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- Arch Prop
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- Foot Arch
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- Foot-Restur
- Heel Cushion
- Bunion Shield
- Toe Strate
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Attractive assortment of the smartest new styles carried in stock

Solid Leather
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BERLIN, ONTARIO



28 "Service" Branches Throughout Canada

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MONTREAL, QUE.



This Winter whenever the Weather
makes your Stock of Rubber Footwear
Look Like This



5	5½		6½	7			8½	9	9½		10½	11½	12
1		2	2½		3½	4			5½	6	6½		8

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Vive to Promptly Fill your Sorting
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MONTREAL, QUE.

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WAR CONTRACTS

THE English Government has taken the stand that the tremendous sacrifices of life and money the nation is making in this conflict shall not redound to the selfish advantage of those who are manufacturing or selling war supplies. They have levied a tax of fifty per cent. on the profits of munition manufacture and are applying this principle, as far as possible, to all army contracts. The move is a right one and should have a more general application than it is at present given. A recent newspaper report credits a local financier with making over three million dollars out of "war babies," that is to say through speculation in stocks of manufacturing concerns across the line making war supplies. Of course the government cannot reach concerns like the Bethlehem Steel Company or other alien corporations that make fabulous profits out of the present situation, but there ought to be some way of "tapping" stock deals and enterprises based upon extraordinary war demands out of which some citizens of this country are growing rich.

The shoe and leather trades are amongst those that do not seem to be in danger of abnormal gains from army contracts. There are some harness and saddlery concerns that give evidence in various ways of margins that must be, to say the least, very profitable, but makers of shoes and shoe leathers appear to find it difficult to get out of these affairs with "whole skins," although it is common talk that two or three have managed to do more or less handsomely on the exacting requirements of the militia department. It is safe to say, however, that no honest shoe manufacturer would take a second look at army contracts with present prices and specifications if the regular trade of the country were in anything like a normal condition.

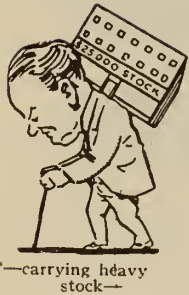
Much has been done to bring the specifications within the limits of sane shoemaking, but there is still much to be desired. One thing no leather man can understand is the slavish following of English ideals in leather specifications. In a country where hemlock sole leather is the natural corollary of our hemlock forests, and where good hemlock leather has been proven to be the equal in wear of oak, why oak at a much higher cost is insisted upon, it is difficult to conceive. The allowance of side leather of approved quality for calf is a tardy recognition of the fact that this particular quality may not only be equal to calfskin for army purposes, but more convenient and satisfactory for pushing through large orders.

Things are much better all around than when the first batch of contracts were given out, owing, no doubt, to the fact that the government has sought and used the advice of disinterested shoe and leather men of undoubted experience and knowledge; but there are still "kinks" that need straightening out. There are concerns still handling army shoe contracts that are not fully qualified to turn out a well made reliable article. There is, the purchase commission notwithstanding, too much politics still in the handing out of these militia contracts. There are concerns in the shoe trade which are not properly equipped for making the army shoe that have been given orders and there have been, in spite of the revelations of the shoe enquiry some time ago, contracts given to outsiders who reap an unnecessary middleman's profit.

There should be absolutely no politics in this game. We need men handling war supplies who are not tied to the skirts of the ward heeler. And above all we need such business methods as will prevent the making of fat fortunes out of the distress and misery of widows and orphans.

NET PROFITS AND SALESMANSHIP IN SHOES

Gross Turnover Does Not Always Mean the Largest Balance at End of the Year—
How to Close Sales and Help Customers to Come to a Decision—The Power of
Suggestion and Good Nature—The Fussy Customer, the Overbearing one and the
Silent One—Studying Humanity at Close Range



Salesmanship—yes everyone engaged in the retail shoe trade has ideas on the subject and probably all think they are right. There is the fellow whose policy is “Small Profits—Quick Returns,” and he believes that is the secret of success.

“What is it that counts most in the end?” asks a leading Montreal shoe man. “Is it not net profits, for we are all in business to make money? We are not in the trade for glory, honor or exercise.

The more money we make the better we feel and the better we are off, financially. Now I will give you an example of where some shoe dealers fall down and, mind you, in my remarks I am not upholding more than a fair, reasonable margin when our heavy expenses are considered. To make figuring easy and to state my case plainly, supposing I sell two hundred pairs of women’s and men’s shoes a week. We will say that on the average they cost me three dollars a pair and I get five for them. That is two dollars gross profit on each sale and, on the two hundred pairs I clear at two dollars each four hundred dollars every week.

“My stock of active moving goods would represent six hundred dollars at three dollars cost price and disposing of them at five dollars per pair I would take in weekly one thousand dollars—making as aforesaid four hundred dollars gross profit. But along comes Mr. J. and tells me that I am asking too much money, that a two dollar margin on such shoes is enormous and, if I reduced my price to four dollars a pair and made only a dollar profit, I could do twice the business. ‘Small profits—quick returns,’ he adds significantly.

“Let us see how this works out. I would have to carry double the stock, which is four hundred active moving pairs and, at three dollars a pair, my outlay would represent twelve hundred dollars. My profits in the gross at the end of each week would be the same—four hundred dollars, while I would have twice the stock. That is the way that the ‘small profit, quick return’ looks on paper. But my net profit would not be the same, would it?”

It Figures Out Well But—

“Here is the proof:—200 pairs, cost \$3, sell at \$5, gross profit \$400, on stock investment of \$600; 400 pairs, cost \$3, sell at \$4, gross profit \$400, on stock investment of \$1200. In the latter case, provided of course I did double the trade, which, at the less profit is highly problematical, how would I come out in net profit? I would have, as I said before, to carry double the stock, sell twice as many customers (if I could get them) and have a larger sales force, not to speak of the heavier investment. The augmented stock, increased outlay for goods, extra sales force, insurance, delivery, freight, etc., would eat a much larger hole in the net profit than selling the two hundred pairs at five dollars each, making two dollars gross on each pair. What I want to say is that the ‘small profits, quick returns’ propaganda does not work out as well as the average man thinks, where he has to carry stock at such a level all the time. We are all in the business for profit—I mean net profit—and the man who shows the most clear money in the bank at the end of each

year’s operation, is the most successful business man, the shrewdest and most capable.”

Circumscribing Your Facilities of Sales

“It pains me the way some men make sales,” declared another city merchant. “A salesman must be enthusiastic and pleasant and have a fair knowledge of his goods and not defeat his own end in selling. Never allow negotiations with your customer to drag. Do not do all the talking but give your caller a chance. I know there are many peculiar people to serve and sell, but the good salesman is a close student of human nature. Selling is fully as important as right buying or having a well selected stock. Greet a customer with a bow or a smile, even if he or she is a grouch or in shabby attire, and first of all get your patron seated. Invite ‘the guest of the store’ to take a chair and even if they do not ask or state what they want, it is for you to open the way. This has to be done tactfully and not too familiarly. If the party is backward or diffident you might remark pleasantly ‘What can I show you in the line of footwear?’ or if it is a man observe something about treating himself to a pair of new shoes. Although many will not agree with me, you may open the conversation by asking the size and then be directed by circumstances.

Do Not Ask Too Many Questions

“Do not ask too many questions. Take a close look at what the caller is wearing. Then you may have to suggest something ‘like what you have on,’ but more often it is well to pick out a certain style of shoe and present it. You will very likely get some indication or inkling if you are on the right line. But do not narrow your selection down by saying black or tan if the customer does not tell you what he or she wants. If you say black or tan, and the customer remarks tan, why you see at once that you have shut out all the black shoes in your shop. Some salesmen go further before showing goods and inquire button or lace. Then you have narrowed your stock down to the latter, if the person says lace. The salesman will often venture a further inquiry, bal or blucher, and again if the reply is blucher you have cut down your possible selections in stock to a tan (blucher) lace shoe. Yet clerks will even go still further in the process of elimination and ask if the person desires wide or pointed toe or prefers a plain toe or one with a tip.

“Now, if the caller says a wide toe with a tip you are circumscribed in your dealings to a tan blucher with a wide toe and a tip and your stock in this range may be small. Thus you have handicapped yourself at the start by being too interrogative and you may not have the right size or width, and perhaps have shut yourself out of a sale by asking questions instead of displaying three or four lines and letting the customer make suggestions or selections.

Closing Up the Transaction

“Why I have often had men come into the store and ask for a pair of gun metal bals with drab cloth top, and before such a one has left I have sold a pair of mahogany tan button boots and the patron has gone away perfectly satisfied with the choice. After you have fitted a shoe on the foot of the customer and he or she appears pleased with it, you might ask ‘how does that fit you?’ and if you get a fav-

(Continued on page 42)

GET A FAIR PROFIT ON SALE OF RUBBERS

How Many Shoe Men Make Any Money in Handling These Goods—Public Will Pay Reasonable Figure for First Quality Lines—When It Comes to Price Slashing on Cheap Ranges, Why Let the Other Fellow Carry off That Class of Trade—The Way Shoe Men's Associations Can Regulate Matter

"Good day, Mr. R—. Have you a pair of rubbers to fit the shoes I bought from you last week?"

"Oh, yes."

"Will send your boy over with two or three pair, size 4½, medium width. I want the rubbers before noon, as it is awfully slushy outside and I do not care to get my feet wet, I have a cold now."

So spoke Miss T— as she rang up R— the shoeman, who sent his boy to the factory where Miss T— was the prepossessing bookkeeper. The delivery cost 5 cents each way on the street car and took him an hour before he got back.

Another case, Mrs. S— phoned in for rubbers—wanted them right off, as she was going out calling. There was no car line near her splendid dwelling, the district being too fashionable. The lady was a good customer, so the boss sent his junior clerk up. He was away an hour and a half and came back with 75 cents as a result of the transaction. Any money in that? Not a bit, as the reader will see later on.

The Forty Nine-Cent Cry

Instance No. 3, "How much are your rubbers," is the sweet voice heard over the 'phone.

"85 cents for first quality," replied the family shoe merchant.

"Why that is awful, I can get rubbers for 49 cents at—"

"Yes, perhaps you can, but of what quality are they?"

"Oh, I don't know, but I guess they are all right."

Well, madam, don't be too sure. You can buy a piano for \$200 and one for double and triple that amount, but they are all the same in quality, finish or tone. So too, rubber footwear differs. There is the kind that wears and a kind that will go to pieces in less than a week. We stand back of our first quality rubbers and they give good satisfaction."

"Yes, but they are 85 cents."

"I know it," concluded the speaker. "I handle reliable goods and the pair that you want is worth the money."

"All right, you may send them up," and that shoeman made a little net profit on that transaction.

Rubbers Are Kind of Football

With the approach of wet weather and snow falls the rubber shoe selling season looms up. Nearly every year, before any person has thought of purchasing rubbers, some so-called enterprising shoe dealer comes out with an announcement regarding cut prices. Rubber prices appear to be made a sort of football in nearly every town, and it is doubtful if many dealers under present merchandizing methods, make any money on them when everything is taken into consideration.

Why this state of affairs should be is difficult to tell. Selling rubber footwear is not one of the pleasantest jobs on earth, especially when a customer comes into the shop with wet muddy shoes and asks to be fitted. This is a disagreeable task, which results in soiled floors or carpets from the dripping boots. Fitting the rubbers on the purchaser is a performance which, while part of the day's work in the average shoe store, is not the sweetest and most desirable

operation. Nevertheless, all shoemen handle rubber footwear and the great surprise is that many do not make any money on this branch of the business.

Eliminating Certain Abuses

By means of local associations the evil of cut prices in rubbers has been eliminated in several cities and towns across the line, Pittsburg, Rochester, etc., and in some Canadian cities an understanding has been reached which reputable retailers have lived up to. Of course, when it comes to second quality rubbers there are men who will cut prices and, not even make a cent on them—in fact lose money—and think they are thus gaining the favor of the public and creating a name for themselves.

In a certain town in western Ontario two rival dealers adopted cut-throat methods last year. First one man severed the price and then another man. Next day the first mentioned dealer came down five cents more, and was followed the second day by dealer number two who, went five cents better in the matter of a reduction. Thus the strife went on and other men in the trade had a hearty laugh at the nonsensical warfare. The result of the competition was that one merchant got to a point where he had the satisfaction in beating out his rival, nevertheless he lost fifteen cents on each pair. But he had gained the day and seemed satisfied. The stock slaughtered was not of first quality, nor were the merchants of that class either.

Now, in Toronto and other cities it has been the practice of certain stores, who believe in getting a fair profit on all other goods, to dispose of first quality rubbers at one dollar per pair for men and seventy-five cents for women. On a superficial examination it would appear that this is a fair profit, but when everything is taken into consideration, the figure is too small.

Really Loses Money on the Deal

Here is the situation. A first quality rubber in women's, if the order is given during the placing season, costs the



THE WELL EQUIPPED WAREHOUSE OF HARLEY HENRY, WHOLESALE SHOES, SASKATOON, SASK.

average dealer about 76 cents in men's and 56 cents in women's. This order is given in March, and if the merchant buys later or has to sort up on croquets or plain-overs, the cost is from three to four cents more per pair. Of course, it will be said that the dealer who has given a placing order in March gets a discount of two per cent and a bonus for volume of one per cent per month, but many retailers do not sell enough rubbers to entitle them to the discount for volume. Well, what is the result? If the buyer gives his placing order in March his goods are shipped during July or August. He has to carry these for several months before he can effect a sale for them, and on the stock he has to pay insurance, store it and bear overhead expenses.

It is a well known fact that the Canadian seasons are changing. The Dominion has particularly fine, bright autumn weather and snow rarely falls before Christmas. In fact, the best rubber selling period does not often come until February or March, and the merchant has carried the goods in many cases fully six months before he has cleaned

AN EFFICIENT MANAGER OF SALES

J. Emile Parc, who has been twenty-one years in the shoe and leather game, has established a strong connection with the trade by reason of his courtesy, geniality and business ability. In his capacity as sales manager for Dufresne & Locke, Maisonneuve, which position he has ably filled for the last four years, he also looks after the selection of lasts, patterns, etc., and, naturally in arriving at decisions on such important points, has frequent consultations with the superintendent and members of the firm. Starting in the



J. E. PARE, MAISONNEUVE, QUE.

leather line with M. Max Clement, Quebec, after leaving school, Mr. Pare remained with him seven years as accountant and salesman. He spent five years with C. E. McKeen, Quebec, as chief accountant and buyer of materials for the factory. Next he was with Louis Gauthier Co., Quebec, as sales manager when Louis Gauthier, Sr., was living, and stayed with that firm five years. In 1911 he came to Maisonneuve to enter upon his present duties, and he has seen the output of the factory greatly increased and the number of customers widely extended. In this development Mr. Pare has played an important part, for, to use a colloquial expression, he is "always on the job."

out his stock, for people will not buy rubbers until they actually need them.

There is no profit on rubber footwear until it has been sold. The dealer finally disposes of his first quality rubbers in men's at one dollar, and his first quality rubbers in women's at seventy-five cents. On the men's he has made a gross profit of some twenty-five per cent., and on the women's about the same or possibly a little more.

To do this he has given his order away back in March and carried the goods several months. With the increased cost of doing business today, can any one in the trade justify a twenty-five per cent gross profit and take chances on the season being a good one for the sale of rubber shoes?

It costs the average shoe merchant all the way from eighteen to twenty-seven per cent. to do business, if the boss puts any value on his services. This is before he makes any net profit. On every pair of shoes, leather or rubber, he sells, eighteen to twenty-seven cents from every dollar has to be deducted for wages, help, rent, light, heat, taxes, insurance, delivery, telephone, interest on investment and numerous other expenses, so that on first quality goods the average shoeist is really losing money and handling them merely as a matter of convenience to, or accommodation for, the public.

In these observations no fault is found with the present merchandizing methods of the rubber footwear manufacturing companies. They had to adopt their present selling plans in order to keep their factories operating during the slack months of the summer and to distribute the goods on time. They could not pretend to meet the demands of customers if any other arrangement was entered into, for it is a well known fact that if wet, slushy weather sets in early, the majority of retailers who have given limited placing orders, wire and want big sorting consignments filled at once and wonder why the factory cannot accommodate them instanter. These merchants forget that probably a hundred or two hundred others desire the very same lines and the very same sizes, at the same time. The rubber concerns, therefore, believe that the placing season is the most satisfactory and equitable all-around. There is no proposal on the part of retailers to induce the producers to change their system which has been tried for many years and is the most successful yet devised.

Keeping Up Price on Quality Lines

The plan is, however, to have the retail trade not cut prices on first quality goods and get a fair, living profit on this department of the business. A proposition is now being discussed by the members of the Toronto Shoe Retailers' Association to see that the price on men's first quality goods is maintained at \$1.25, and on women's first quality goods at 85 cents. This will yield a fair margin when everything is taken into consideration.

Regarding second quality lines nothing will be done. Cheap rubbers, like cheap leather shoes there will always be, and price cutters can have a cut throat competition on them until all are satisfied. The public want a good reliable article, and as a reputable merchant has to stand at the back of quality goods and make up for any defect in wear or material, he should get a fair profit as a protection.

The shoe men are now considering the proposition to come to some mutual understanding, making the sale of first class brand rubber footwear a respectable and profit producing business instead of a venture, a gamble or price slaughtering procedure. In this endeavor to have every one adhere to a fair schedule, the association is to be commended. The great mass of people want reliable, durable rubbers and are willing to pay a reasonable figure for them. Quality goods win the day every time.

KID LEATHER IDEAL IN TEXTURE AND QUALITY

How It is Returning to Popular Appreciation and in Beauty, Color and Utility is Unsurpassed for Fashionable Shoes—It is Now a Favorite With Persons Who For Years Abhorred the Thought of a Kid Shoe—Where the Skins Come From, How They Are Selected, Tanned and Finished—A Kid Season

It is kid all the way and all the time in shoedom—particularly with milady. The leather has come to its own. It is featured in high and low cuts, lace and button Gypsies, and comes in midnight blue, bronze, oyster gray, seal brown, black, and many other colors. Then there is glazed kid, matt kid—and dear knows how many other kinds of kids, not to speak of the human kind that run the streets and play “hookey” from school, or stay out late at night.

Speaking of the return to popularity of glazed kid the Shoe Retailer says:—Fashionable women are discovering the beauty and utility of this old time leather. It is eagerly accepted in circles where for many years it was taboo. Short range thinkers suggest that the revival is only a temporary vagary of style and the glazed kid rocket will come down like a stick. Shrewder observers, however, discern a long period of popularity for goatskin stock. They base their opinions upon solid reasoning.

Return to Soft and Comfortable

Fashionable women who have not worn kid for years welcome the return to this soft, comfortable leather. Goatskin stock lends itself admirably to the production of women's shoes. During the years that it was out of style substantially all the better selections of kid were exported and the cheap skins were cut into low cost footgear. As a result of this condition shoe manufacturers, wholesalers and the consuming public formed erroneous ideas of the beauty and utility of glazed kid. Years ago, before the great development of the goatskin tanning industry in the United States, high grade dress boots for fashionable women were cut from imported French glaze kid. In recent years it has almost been forgotten that kid in the glazed and dull finishes and in bronze and colors is ideal in texture and quality for making boots and shoes to be worn with fashionable gowns.

Fancy Colored Kid Leather

The story of the return of kid to popular favor is interesting. When the effects of the war began to be felt in the leather and shoe industries it was realized that there should be conservation of everything suitable for cutting into shoes. Sole, harness, strap and heavy upper stock sprang into instant demand all over the world for military purposes. There was a rush last year for cloth tops followed by the introduction of white and fancy colored kid. From colored kid it was but a step to the glazed and matt finishes. Tanners, shoe manufacturers and shoe retailers say women found colored kid so comfortable and conformable to the natural lines of the foot that they demanded it in black for street wear, and in this way the old standard glazed kid came back.

One of the largest manufacturers has inaugurated a selling campaign for colors which is reaching tremendous proportions and is exerting an important influence upon the trade. Despite the threatened scarcity of aniline and alizarin dyes this concern engages to produce kid skins to match any costume so that a lady may go to her shoe retailer and select the exact shade she desires. Other tanners have taken up the color lines, but those who still cling to black admit

that the color campaign did much to popularize black kid and make it fashionable again.

Goatskin Leather an Economic Necessity

It is well understood in leather circles that all the hides and skins produced in the world are needed to supply the demand for leather merchandise. Political economy suggests that a greater proportion of the glazed kid made in America should be consumed at home. Before the war, as we have said, fifty to sixty per cent. was exported. In 1913 over one hundred million square feet, valued at nearly \$20,000,000 went to supply foreign shoe manufacturers. For a time the war cut down the shipments, but new demands



THE OFFICE GOAT

from the neutral countries of Europe have stimulated the over seas trade. During June of this year the foreign sales of glazed kid amounted to almost eleven million square feet and \$2,000,000. This is at the rate of \$24,000,000 a year. If this immense quantity of leather were made into shoes before shipment the shoe manufacturers and their workpeople would be benefited.

No Reflection Upon Other Leather

The boom in glazed kid should not be considered as a reflection upon other varieties of leather. The destructiveness of war coming upon limited supplies of leather and hides and skins from which to make leather, practically compelled a more consistent use of goatskins. There is no question of one leather supplanting another. All have their place and are needed.

Supplies of Raw Goatskins

The statistics of the goatskin supply of the world are incomplete and unreliable. In a general way the statisticians show totals of something over one hundred million goats and four hundred million cattle. The figures are much more liable to underestimation in the former than in the latter. The goat is the meat and dairy animal for a great part of the earth's surface. Large and small herds are scattered over the inaccessible and barbarous countries. Under these circumstances an authentic census of goats is

(Continued on page 39)

JOHN RITCHIE, NESTOR OF SHOE TRADE

When one thinks of Quebec, especially in relation to the shoe trade, the name and form of John Ritchie loom up as naturally as the morning sun over Point Levis. He is as essential a part of Quebec as the Citadel or the St. Charles River. From the time when first the air of St. Roch's began to give off that acrid odour that proclaims it a centre of leather and shoe production, "Ritchie" has been a word to conjure with amongst those who handle footwear.

The fact that the Ritchie business is now largely in younger hands, and that Mr. Ritchie, while still giving his personal touch to the affairs of the company, has practically handed over the management of the concern to his able lieutenants, Messrs. W. P. Francis and J. E. Warrington, speaks of his breadth of vision and keen foresight. The combination has already vindicated the practical wisdom of this pioneer of the shoe trade.

It is not the purpose of this sketch to dig up John Ritchie's place of birth, flaunt his three-score years and more in the face of his friends, or even put the laurel wreath of successful shoe manufacturing upon his brow. In the thoughts of those who know him best he is John Ritchie the perennial, the representative of all that is pleasing in personality and dependable in footwear. Those who have smoked with him the pipe of peace at the altar of the Goddess Nicotine, whose shrine has ever had its place in his back office, and who have been privileged to listen to his crisp, hard headed, kindly Scotch aphorisms, are united in proclaiming there is only one John Ritchie. Long may his years continue to sit upon him with the lightness that in the scripture is described as the "crown of glory," and long may the benign influence of pipe and the "braw Scotch tongue" continue to shed their genial radiance literally from the River unto the uttermost part of the Dominion.

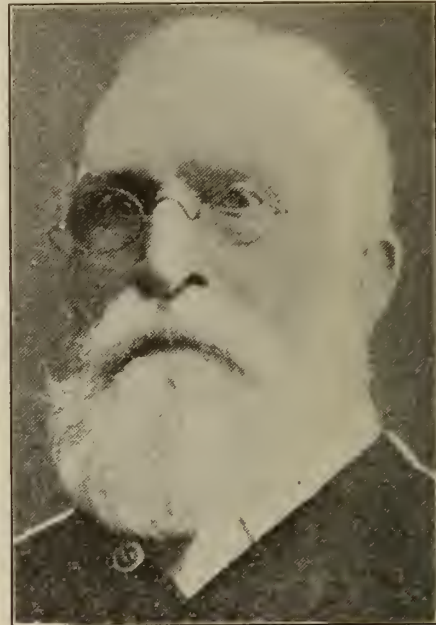
OPEN THREE NEW BRANCHES

The Kaufman Rubber Co., of Berlin, Ont., have opened branches under their own name in Edmonton, Saskatoon and Winnipeg. George Stockand of Edmonton, and Harley Henry of Saskatoon, have sold Kaufman rubbers for several years for G. G. Lennox of Winnipeg, who had the Kaufman agencies for the provinces of Manitoba, Saskatchewan and Alberta. Mr. Stockand had charge of Mr. Lennox's branch in Edmonton, and Mr. Henry in Saskatoon. They will now act as direct representatives of the Kaufman Rubber Company. In Winnipeg, the company have secured as their representative, L. Godbolt, who has sold leather shoes for over a quarter of a century in the West. Mr. Godbolt is widely known, long covering the entire territory from Winnipeg to the Coast for the old established shoe firm of J. & T. Bell, Limited, Montreal. An ideal location in the wholesale shoe district has been secured in Winnipeg, and the three branches of the Kaufman Co. have been supplied with a brand new stock of rubber footwear. The firm report that they expect to be in a better position than ever to cater to the wants of their numerous patrons during the sorting season. All the new representatives in the West handle leather shoes and other lines, which will keep them continually in touch with the retail trade. A. R. Kaufman, general manager of the Kaufman Rubber Co., has just returned from a trip to the West where he found conditions much better than they were some months ago. The crop was a very heavy one, and with the good prices prevailing, no doubt conditions will be considerably easier. On account of frequent rains up to October 1st, especially in Manitoba, threshing had been delayed at many points, and it is be-

lieved that a good portion of the grain will have to be stacked till next spring before being threshed.

VETERAN SHOE MANUFACTURER PASSES

One of the old guard in the shoe manufacturing ranks of Canada,—a pioneer in the trade—died recently at his home in Boston, England, in the person of James Cooper, who was in the ninety-first year of his age. Many of the older generation of shoe merchants and travelers in the Dominion will remember the widely known firm of Cooper & Smith (formerly Sessions, Cooper & Smith) who conducted a large factory in Toronto on the north side of Front St., a few doors east of Bay St. They attained a wide reputation and their goods were handled in hundreds of stores, the industry being the largest in Canada at one time. Not only were their lines sold all over the Dominion, but in Australia and the West Indies, while the firm were manufacturers also in Quebec and Montreal, and did an extensive wholesale trade. "Jimmy" Cooper, as he was popularly known, was born in Gainsborough, Lincolnshire, England, but, not satisfied with his home prospects, he emigrated to Canada in 1847 and learned the trade of a shoe maker.



After working for some time in Quebec, he came to Toronto and eventually the business already referred to was established.

Mr. Cooper ever had great sympathy with the cause of labor and among his characteristics was that he was always the first one to enter the factory every morning. He spent most of his time among the different departments. In any dispute between capital and labor he was invariably on the side of the latter, and so well liked was he that, in 1872, the presiding officers of the fifteen trades unions in Toronto presented him with a beautifully illuminated address, "expressive of the deep sense of respect they felt for one who had the interests and welfare of their class at heart." Mr. Cooper was probably the oldest member of the Toronto Board of Trade. He was a man of energy, courage and perseverance and a shoe manufacturer of much enthusiasm and industry. Some fifteen years ago he returned to England where he had since resided. A past president of St. George's Society, Toronto, he was also prominently connected with the Toronto Hunt Club at one time. He leaves one son, Harry T. Cooper, and three daughters, the Misses Cooper and Mrs. (Col.) Mason, of Queen's Park, Toronto.

WHAT DO YOU KNOW OF PATENT LEATHER?

Bright, Readable Catechism on the Various Steps in Producing Shiny Leathers—
How the Rough Skins are Treated, Tanned and the Black Enamel Put On—The
Necessity of Air and Sunshine—Points in Which the Retail Shoeman is Interested

Just why is Russian colt skin said to be the best for making patent leather?

To protect them from the cold climate, the Russian animals have a coat of long, fine hair which gives to the hides a finer grain than those from any other country and makes them most desirable for shiny leather.

Why does it happen that far-away Russia produces so many colts?

The raising of horses is carried on to a far greater extent in Russia than in any other country in the world because the flesh of the animals is used for food. The Mohammedan does not eat beef. It is contrary to his religious belief to do so.

How is the slaughtering and the collecting of the skins carried on?

The Russian farmers kill their colts for the meat and the hides are picked up by collectors who gather them in storehouses in the larger towns.

What country does the really best quality of kid skins come from?

The principal country of origin of the kid skin is India, for here climatic conditions are most favorable for the propagation of the species. The raising of goats is all important, and all conditions for the growth of the most suitable skins for tanning purposes are nearer correct in India than in any other country.

What are "Patna" skins? So much is heard about that grade or kind.

The finest skins, and those from which Sterling Kid is made, are grown in the Patna district.

How are the rough skins first treated when being prepared for patent leather?

The colt and kid skins having arrived at the tannery, and reaching their turn for the start "through the works," are run through the cutting machines and the legs and heads trimmed off. Next they are soaked in water for about twelve hours, after which they are milled in revolving tubs to get out the dirt; then soaked again twelve to twenty-four hours to soften them.

Unhairing comes next. This is done by placing the skin in vats containing a solution of lime and arsenic, or by the sulphide of sodium process.

Why is lime used in tanning? Just what is "liming"?

Liming the skins is a process of decomposition which opens up the pores of the skins so that the hair may be readily removed by the unhairing machines. The sulphide process eats the hair out.

You hear about "baiting." What is that?

The skins are now washed again and go to the fleshing machines where the surplus flesh is removed, after which they are baited. This means soaking in a solution of dog, pigeon or chicken manure which cleans the skins and opens up the pores to allow free action of the tanning materials and also softens and smooths the grain.

Where does the so-called "chrome" process come in?

The actual tanning is accomplished by placing the skins in a bath of bichromate of potash and muriatic acid. The mixture of these two chemicals produces chromic acid. When out of the tanning bath, the skins are struck out on tables to take out the wrinkles and get rid of the excess tan liquor.

Next comes the reducing bath of hyposulphite of soda and acid which reduces or oxidizes the chromic acid.

Now come the shaving machines where more of the

flesh is taken off, and then the coloring tubs, after which the skins are fat liquored, which softens and lubricates the fibres. The grain is then set out on the putting-out machines; the skins are oiled off and hung up to dry.

"Staking" is another tanning term we hear of. What is it?

When dry they are packed away in bins for a week or ten days to mellow. Next they are dampened and made ready for the staking machines. The staking softens up the grain and finishes the process when the skins are to be japanned; excepting that goat skins are sometimes perched, which is really a further staking process.

What is the process of "degreasing"? What part does it play in the general tanning program?

The skins having been tanned are next degreased to take out the surplus oils. This is necessary in order that the finish may get a good hold on the grain of the skin so that it will not peel off in wearing.

The degreasing or extracting, is accomplished by hanging the skins in large tanks and giving them a naphtha bath varying in length according to the nature of the skins and the process used in tanning. After extracting, the skins are dried.

How do they go about the process of putting on the black enamel or japanning?

The skins after degreasing are now ready for japanning and are first stretched on wooden frames by metal grip toggles fastened around the edges and secured to the frames by cleats.

The first material used is the daub coat, which is generally applied with a sponge brush and worked in with the hand. The daub is a preparation of which linseed oil, collodion, amyloacetate and a color are the chief ingredients and which furnishes a foundation for the japan coat and prevents the japan from striking through the grain and fibres of the skin.

The daub is dried in the drying room and then lightly rubbed with pumice to remove dust imperfections and smooth down the coat. If the skins are to receive two coats of daub this operation is repeated and the skins then go to the finishing room to be japanned.

The finish is applied with a brush and is a coat of varnish of which linseed oil reduced with turpentine is the chief ingredient.


Why is it necessary to put the japanned skins out in the air and sunlight?

The ovens do not thoroughly dry the japan, and it is necessary to expose the skins to the clear dry air and sun of the sunning field for six to eight hours in order to complete the process.

During a succession of rainy or cloudy days, when no sunning can be done, each day's output from the ovens is stored under cover until the recurrence of fair weather when, with a field of very large capacity several days' output can be sunned in one day.

After the sunning process the leather is practically finished. The skins are released from the toggles which hold them to the frames, and all rough edges are trimmed off.

The foregoing is reprinted from an instructive booklet recently issued by C. O. Adams, general manager of the Bristol Patent Leather Co., Bristol, Pa.



STRAY SHOTS FROM "SOLOMON."



This war is not a debate it is a fight. The man of "buts" and "ifs" should be squelched. It is a time to stand shoulder to shoulder not mouth to mouth. There are men "shooting off" their mouths at home who ought to be at the front with a rifle.

SHUT UP!
Put up or shut up! After all isn't compulsory service just a bugbear? Isn't it fairer to send everybody who could or should go than allow enthusiasm to send the best and poverty the worst? In a time of peril like the present the country should not only expect, but insist that every man shall do his duty. One has only to see the hangers on at pool rooms and hotels in any of our towns to realize that the country is not doing all it might, and *must*, if we are to win. There never was a time in the history of Britain when she needed the backing of her sons as she does today. It is a death grapple and the one who can grip the strongest and hold on the longest, will come out on top. If you can go and don't, shut up!

When a man has not an excuse he proceeds, like the fellow in the parable, to make one. "And they all with one consent began to make excuse." Everybody can't go to the war. All honor to the men who stay behind because they must. There are excuses and excuses. No man in a matter of this kind is fit to judge his brother.

MAKING EXCUSES
A young woman some time ago handed a white feather to a young man at a social gathering in London. Smiling, the young fellow turned to her and said, "I shall always remember this day. This morning at Buckingham Palace the King pinned on my breast this emblem (displaying the Victoria Cross) and this evening a charming young lady has presented me with a white feather." There is too much of this judging. Let each man stand at the bar of conscience, and, stripping himself bare of the rags of excuses that each of us is only too ready to use to hide our shameful cowardice, ask himself, have I done my whole duty as a man in this great crisis. Until he has answered fearlessly and honestly this question of himself, no man can look his fellow or his Maker in the face.

A service is twice done when it is done quickly. There are some people who are always at the station when the rear end of the train is disappearing in the distance. There are men who are just a minute late in everything they undertake in life. They do things well, as a rule, but they do them so late that more than half of the good of their efforts is lost to others and to themselves. In the present war the lesson afforded by the Teuton has been the effectiveness of a quick, well-directed blow. Providence only prevented them getting to Paris before the Allies had wakened up. It is really a miracle that the Germans were not eating their breakfast in Paris while the French and English were stretching themselves. All along the tendency with us Britons has been to take it for granted that, "in the long run," we shall win. We seem to fall easily and naturally into the attitude that we need a few hard knocks to waken us up and then we will sail on to victory. These hard knocks have desolated many homes and caused many aching hearts, and have put back the clock of civilization a few hours—and we are still sleeping, some of us.

Worse than the cowards who stay at home and work their mouths instead of their arms, are the sneaks who dodge the contribution box and avoid the war tax. There are some men whom the present war has not cost a "brass farthing," and some of them are actually making money out of their country's woes. A man was asked for a subscription to the Red Cross Society on the recent "Trafalgar Day" campaign, who is rated at half a million and who is making accoutrements for the overseas force. "There are too many of these things," was the excuse he gave the men who had left their business for the day to pull together a few dollars in the cause of alleviating suffering at the battle front. The stingy old skunk! He has made more money to date out of the war than he could give away in ten years to "these things." It is this miserable spirit that is wearing out the heart of those who are trying to stand behind the boys who have left home and plenty to stand in the trenches, to give their lives in the cause of the world's liberty. If you can't go, put up!

PUT UP!
In the campaign in Toronto the other day, a poor old soul, a common street vendor, who had nothing more to give, contributed a pair of shoe laces to the fund. When this was brought in to the campaign headquarters it was suggested that it be sold by auction. This was immediately done and the pair of two cent shoe laces in the spirited bidding that followed, brought the sum of two hundred dollars. A little lad of nine years brought in a dollar that he said he had been saving to buy a bicycle with and said it was his "bit" to help the soldiers. All over the country this spirit of self sacrifice is showing up in spots that make us take courage with regard to human nature, and go forward. The man who has not given until he has felt it, never knows the real luxury of giving. That is why the Master said of the poor widow who cast the "two mites" into the treasury: "Of a truth I say unto you that this poor widow hath cast in more than they all; for all these have of their abundance cast in unto the offerings of God; but she of her penury hath cast in all the living that she had."

"What will a man give for his life?" What do you figure it would cost you to go to France and stand by the Empire in this time of need? That is the measure of your obligation. You may hide behind your business, family or anything else that these days seem to offer adequate refuge, but your place today, nevertheless, is behind a gun not under the barn. Men who never dodge any other issue seem to be able to put their conscience to sleep with a twenty-five cent subscription to the "Red Cross," or the few cents they pay in war tax when they travel or post a letter. This war is going to accomplish one thing if it does nothing else—it is going to separate the sheep from the goats, the great from the small, the man from the sneak, the poltroon from hero. Do your share—the measure of the *man*. Let it not be said of you when the storm has passed and the vessel reaches the harbor, that you never even held a rope in the stress of the weather.

Solomon

PERSONALITY AS AN ASSET IN BUSINESS

A Store That Wants the Most and Best Trade Must Have an Agreeable, Inviting Atmosphere—How Experienced, Energetic and Skillful Sales People Can Be Encouraged—The Value of their Composite Influence in Winning and Holding Customers

Every store has a personality.

It may be either attractive or repellant. It may either prove alluring or commonplace. It may be the kind that is remembered, or so mediocre that the customer never gives it a second thought.

What makes up the store's personality?

The location, the building and the stocks, of course, have a great deal to do with creating atmosphere and giving it individuality, and in the last analysis the store's personality is the composite of the personalities of the individual units who make up the organization.

Talk to half a dozen women about their preferences along this line and see in how many cases they have been formed, or, at any rate, largely determined, by the sales people.

If "Miss Josie" at Baldwin's is clever, accommodating and intelligent in her suggestions, her customers are going to think of Baldwin's as a place where clever and accommodating service may be had. If the salesgirls at Calloway's are "snippy," "fresh" and disagreeable otherwise, people who go into the store will get that sort of impression about the whole institution.

This is entirely natural, because a customer can form an opinion of a mercantile establishment only by dealing with it, and her dealings are necessarily through personal mediums. The character of the persons who handle the various transactions, therefore, will determine, as far as the customer is concerned, the impression made for the store as such. After a number of experiences, the treatment accorded by different salesgirls will be merged into one general impression, and the composite picture of the service provided will represent the personality of the store.

Cheap Help Seldom a Good Investment

All of this is by way of preface to the proposition that the shoe man must realize that the choice of salespeople and the development and retention of good help is his most important problem.

There are some dealers who seem to believe that the only way that they can make good profits is by holding the cost of selling down to a minimum, and that this can be accomplished most easily by hiring the cheapest kind of salesgirls.

Cheap help is seldom a good investment. Clerks who are unable to command more than the minimum are seldom worth more, and the result is shown in the lack of service which is given to customers. And that is soon reflected in diminished business. Hence, it is evident that trying to skimp in the matter of paying salaries is the poorest form of economy that a merchant can devise.

The laborer is worthy of his hire, and it ought to be given her. The girl who is getting good money for her work is not only sure to stay with the store, but she is going to keep trying harder all the time. She is going to study her work more closely, and endeavor to sell more goods and merit another raise. The employe who feels that she is being paid just as little as possible, and that the store is not inclined to increase the remuneration, loses her ambition, changes her position on the slightest provocation, and in the meantime does not give her best efforts to the store. This may be unfair on her part, but it is perfectly human for her to do so, and it is something that the proprietor should keep in mind.

He does not want to pay excessive salaries, of course,

and it would be extremely unbusinesslike for him to do so. His problem is to find the efficient workers and reward them accordingly, gradually building up a force of "stars." When he succeeds in doing this, he is purchasing sales insurance, and at the same time establishing the most attractive sort of "store personality."

Grade Pay According to Service

Suppose he decides that he can afford to spend 5 per cent to sell goods inside the store. On that basis, then, the girl whose salary is 10 per cent of her sales is working at only 50 per cent of normal, while the employe who handles so much business that she holds down her costs to 3 or 4 per cent. is evidently doing exceptionally good work.

The obvious thing to do is to call the attention of the girl who is falling down to this fact and let her understand that while she is not being paid on a commission basis, the store cannot use her unless her sales are in keeping with her pay. And when she realizes this, she is going to appreciate the fact that it is up to her to make an effort to sell every customer, to find out what the customer wants, to study the stock so as to supply every possible whim and fancy of the trade, and, in short, to exercise salesmanship that she may have paid no attention to previously.

On the other hand, the girl who is selling an exceptionally large volume of goods is earning more than she is getting—and the discrepancy ought to be made good. If she finds in her pay envelope \$5 extra, based on her increased sales, she is going to be mightily thrilled over the discovery that she is being paid according to what she has actually done, and is going to redouble her efforts to get business for the store.

This is really the ideal system in paying help. That is,



L. O. BREITHAUPT, OF THE BREITHAUPT LEATHER CO., BERLIN, WHO RECENTLY JOINED THE RANKS OF THE BENEDICTS. HE IS MANAGER OF THE SALES DEPARTMENT IN SOLE LEATHER FOR THE FIRM

let them draw a fixed sum, but with the understanding that it is merely a starting point, and that actual results will depend on sales. The minimum will be protected, of course, and nobody will get less than this fixed amount. But it will be understood that the employe who regularly fails to come up to the required volume, in order to maintain the correct proportion between pay and sales, will either have to stand a reduction or lose her position entirely. And just as this will be clear, so it will also be understood that the moment sales run over the fixed amount needed to take care of the week's pay, an increase will be made in accord with the excess.

Experienced, Well-Paid Salespeople Hold Customers

The influence of the system of pay on the store's atmosphere or personality is bound to be immediate, and experience has shown that the store which has worked out this problem of remuneration properly has the right sort of personality.

The force which is being correctly paid will be made up of experienced salespeople, who know the trade and who can cater to the personal likes and dislikes of customers. There is nothing that pleases a woman more than to be

able to walk into a store where the person who attends her knows what she can wear, and what is most likely to suit her. She feels that she is getting personal attention and individual treatment, and it flatters her vanity.

Personality—Composite of the Salesforce

Summarizing the whole situation, it is evident that the store which wants the most and the best business must have a pleasing atmosphere and personality. It is likewise plain that this personality is nothing more nor less than the composite of the salesforce, and that the better the latter is, the stronger the influence of the store will be.

Thus it is true that the store must have a force made up of experienced, skillful and energetic salespeople, and that this sort of organization is not the result of chance, but is created by means of proper selection in the first place, coupled with intelligent development in the second.

Give the ambitious and energetic worker the fruits of his labor, and encourage him to build up business of his own; and then make his place in the store so remunerative that he will stay with it permanently, and you will have solved most of the problems connected with the sales end of the business.

SHOE SPECIALS SATURDAY to TUESDAY

BE WISE - New Fashioned Footwear at Old Fashioned Prices - COME EARLY

Think of our C. S. Sale, Our Anniversary Sale and Black Arrow Sale You Know Where to get Genuine Bargains

Below is a Partial List Only of the Good Things You Will Find at Our Store From Saturday to Tuesday

 <p>Classic \$3.55 Classic Shoe For Ladies Reg. Price \$4.50</p>	 <p>Classic \$2.48 Patent Button Black Cloth Top Patent Lace Shepherd's Plaid Top Patent Button Gray Cloth Top Patent. Blucher Louis Heel Gun Metal Butt. Kid Top</p>	 <p>\$2.95 Patent Button Gun Metal Butt Black Cloth Top. A Splendid Fitting Boot</p>	<p>\$2.95 Patent Button Brown Corduroy Top Patent Button Taupe Cloth Top Patent Button Dull Top Empress Tan Calf Button Gun Metal Butt. Gray Top All \$4.50 to \$5.00 Shoes</p>	<p>\$2.85 Patent Button Kid Top, Low Heel Growing Girl Empress Reg. Price \$4.00</p> <p>\$2.95 Black Suede Button Cloth Top High and Low Heel Reg. Price \$4.00</p>	<p>\$2.95 Ladies Black Cravenette Button Boot Waterproof Reg. Price \$4.00</p> <p>\$1.95 Black Velvet Button High and Low Heel Reg. Price \$3.50</p>
 <p>Patent Lace Black Cloth Top Black Gray Fawn White</p>	<p>\$4.50 Plain Toes, Louis Heels</p>	<p>Patent Button African Brown Black Cloth Tops</p>	<p>Patent Button Gun Metal Butt. Kid Top</p>	<p>Velvet Pumps, all colors, just the thing for dancing \$1.24</p>	<p>Ladies Common Sense Boot With Rubber Heels \$1.38</p>
 <p>For Men \$4.50 Heavy Calf Blucher Double Sole Viscolized Leather Lined Some Value</p>	<p>\$3.95 Men's Patent Colt Blucher and Button Just Wright Reg. Price \$6.00</p>	<p>\$2.45 Moulder's Boots, Box Calf Amherst Solid Reg. \$3.50</p>	<p>\$2.55 Men's Heavy Calf Blucher Heavy Sole New High Toe and Heel Reg. Price \$3.75... Great Value</p>	<p>BOY SCOUT SHOES</p> <p>\$2.45 All our Boy Scout Shoes at \$3.50 the Reg. Value to go at this remarkably low price.</p> 	<p>All the available floor space we will have filled with Baskets of Bargains. Some Good Ones.</p>
<p>\$1.95 Misses Box Calf Blucher All Solid Leather Sizes 11 to 2</p>	<p>\$1.95 Misses Tan Classic Boots Reg. Value \$3.00 Sizes 11 to 2</p>	<p>\$1.45 Youths Box Calf Blucher Reg. \$2.00 Sizes 11 to 13</p>	<p>\$1.55 Childs Tan Calf High Cut Laced Boot Amherst Solid Reg. \$2.25 Sizes 8 to 9 1/4</p>	<p>\$1.55 Childs Patent Button Dull Kid Top Reg. \$2.25 Sizes 8 to 10 1/4</p>	<p>\$1.15 Boys' Solid Leather School Boots Sizes 4 and 5 only</p>

Amherst Boot & Shoe Co., Retail

STORE DECORATIONS FOR HOLIDAY SEASON

By C. S. EDGAR

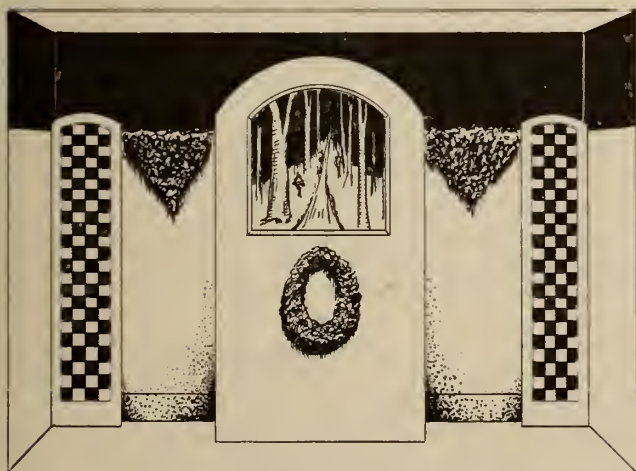
All over the country, display-managers and their assistants, are busy planning for their Christmas decorations. In fact, in some of the larger stores, the plans have long been made and the actual work of building the settings for the windows has been started.

Such an early start as this is, of course, not necessary in the smaller stores. Yet it is a good plan to be a little ahead of time, so as to avoid last minute disappointments which sometimes occur through not being able to obtain some part of the material. Then again, by planning early, the display-man in the small store has more time to complete his arrangements, and is enabled to avoid that sameness of appearance which usually characterizes the holiday displays in the smaller stores. It is, in fact, rather difficult to get away from the set style of Christmas decorations which have been brought about by the long use of the same decorative agents, viz., Evergreen, Holly, etc.

In the illustrations accompanying this article are shown two window settings, or backgrounds, in which these agents have been sparingly used. Yet there is a sufficient quantity of them to obtain the holiday spirit desired in a design at this period.

Winter Scene and Holly

In window number one, a frame has been made to fit across the back and around the sides of the window. This in turn is covered with felt, stretched smoothly over it. In front of this there are three panels, one large and two smaller ones, which are made of wall-board. These are also covered with felt in the same manner as the frame. The smaller panels are marked off in squares and painted to give the checker-board appearance as shown. The large centre panel has a winter scene mounted upon it. This may be painted on canvas or a scene cut from a wallpaper frieze may be used, a "half-round" moulding is used to cover the edges of the scene. The evergreen drapes at the back of the window are made by sewing bits of evergreen onto a

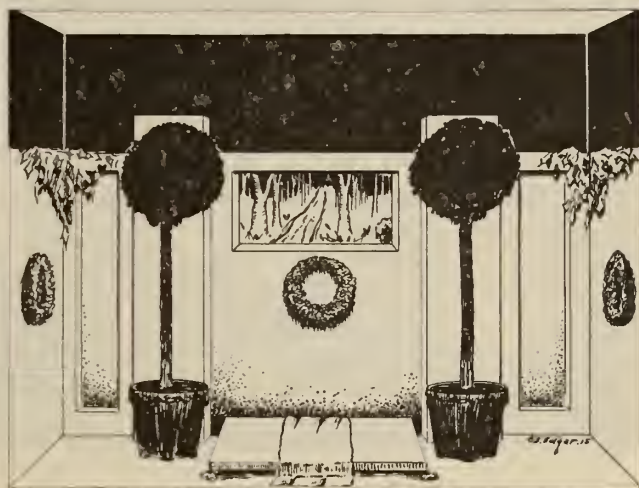


SKETCH No. 1

piece of cheese-cloth cut to the desired shape. A large wreath of holly is hung in the centre panel below the scenic panel. A few bits of holly scattered sparingly among the merchandise adds a finishing touch to the whole setting.

Window number two is more elaborate and consequently

more expensive to build. In this setting the back of the window is formed of a frame-work made of wood and wall-board. This is smoothly covered with felt in the color desired. The box pillars should be made separate from the main part of the back and set up afterward. The ornamental trees are made on a wire frame mounted on a wooden pole. The wire frame is covered with cotton cloth to which are sewn bits of evergreen, the wooden poles forming the



SKETCH No. 2

trunks, are covered with bark taken from cedar posts, such as are used in buildings, or if this is not obtainable use dark brown crepe-paper. The low plateau in the centre of the window is made of wall-board on a light wooden frame. The legs can be obtained from the local cabinet-maker, or if such a thing can be had they may be cut from an old, disused couch or chair. The top of the plateau is covered with felt to match the floor covering or in contrast to it. Evergreen wreaths and holly sprays are used as shown in the illustration. The scenic panel in this window is placed back of the opening in the background. If a painting on paper or a wallpaper scenic is used, it is best to mount it on a strip of wall-board before putting it in position.

More elaborate window-cards and price-tickets are permissible at this season than at any other, but care should be taken not to over do it. Dark green mat-board lettered in white with red initial letters is very attractive, and is most suitable, as also are white cards with black letters and red initials.

PREPARE WAY FOR SALESMAN

The manager of a large shoe concern insists that any caller shall put down in writing whatever he has to offer. In other words, a salesman calls upon him to sell goods and unless the manager has previously read about his goods in an ad, circular or letter, he suggests that the salesman write him a letter from the home office and thereafter call upon him. This goes to show that a firm that advertises its goods will most always prepare the way for the salesman and save thereby much valuable time.



HOW LIVING PICTURE WINDOW WON

That a touch of human interest in a window display of merchandise adds greatly to the pulling power of the exhibit has been clearly demonstrated more than once. Here is a case in which the principle was applied to the showing of men's shoes.

The window of which a photo is reproduced on this page was arranged by Martin D. Hoyt in his own store in Salem, Mass., during last year's holiday period. The setting was made to represent a comfortable living room. In an easy chair in front of a log fire was seated an elderly man—a "real, live" man, not a figure. On the mantelpiece were placed two cards. One of these read "Just Found Myself a Fine Xmas Present," the other "Just as Easy as the Old Ones."

The man had on a pair of shoes which were new, and beside him on the floor lay an old pair which apparently had been recently taken off. On a bench nearby were a carton, wrapping paper and string, representing the package in which the new shoes had arrived.

The man divided his time between reading the cards and looking at the new shoes. He would frequently raise one foot and look at the shoe, put it down and smile contentedly. The crowd which constantly stood before the window appeared to be much impressed with the showing. It brought home to many men and women the thought of giving good useful presents to their friends.

Speaking of the window display, Mr. Hoyt said that he kept count of the number of persons who stopped to look at it during the first fifteen minutes of the showing and they exceeded 240.

He also remarked that it is a rule with him to keep much of his stock in a separate room partitioned off from the store proper. He believes the attractiveness of his

store is much enhanced by keeping on view only such stock as is packed in fancy cartons, all other shoes, boots and rubbers being kept in the stock room—behind a partition.

POPULARITY OF FUR TRIMMED SHOES

A recent despatch from a leading city across the line conveys the information that, while fur topped shoes are in no sense a large factor at present, they bid fair to become popular when cold weather sets in. Shoemen are buying the fur by the yard and the young lady clerks sew it on the shoes. It does not take many minutes to fasten it on securely. The fur costs anywhere from 50 cents to a dollar a yard, in the desired width, according to grade, and is obtainable at any department store.

Enterprising retailers are getting anywhere from a dollar to a dollar and a half above the regular selling price for shoes trimmed with fur. At many stores, but a few pairs of shoes are made up in this way, but if a customer expresses a desire for "furred" shoes in a style not already fixed up, the dealer takes her "order" promising the shoes in a day's time.

All shades and varieties of furs are being used. However, white, dyed skunk and sable fox are the most popular. Care should be exercised to secure a fair grade of fur. In a number of cases the alert correspondent found that white fur was not satisfactory as the hair sheds readily upon rubbing. The specialty houses predict that this will be a big fur year. It is quite the style to have women's coats and skirts heavily trimmed. Although the temperature continues at round sixty degrees, these garments are already being worn, greatly enlarging the chances of the retailers of shoes to make a good drive on fur trimmed shoes while the season is yet young.

LITTLE LEAKS UNDERMINE YOUR PROFITS

Lack of Supervision is Greatest Waste of All—Losses Through Indifference, Checking, Delivery, Wrong Entries, Forgotten Charges, Bad Debts and Dishonesty—In Both Selling and Buying Lines Too Many Leaks are Overlooked—How to Avoid These Evils

By A. E. EDGAR

The merchant who neglects the little leaks paves the way to failure. The big leaks are ever insistent in a demand for reform, the little leak is shoved aside as not being worth bothering with. It is often a case of "what is everybody's business is nobody's business."

In our childhood's days we were told of the forethought of the little boy, who on discovering a small leak in one of the dykes, stuck his thumb in the aperture and saved the town from flood. If he had run away and said: "There's only a little, teeny leak, it doesn't matter," the floods would have eventually come through the ever enlarging hole. It is the same in the store. The little leak is persistent and grows mighty in its continuance.

Lack of proper supervision of the business is the first cause of leaks and the greatest leak in itself.

Leaks in the buying end are only equalled in the selling end of the business. Overbuying to secure better discounts, more time or even to get lower price, is one of the leaks that is found in nearly every establishment.

The Fallacy of Over-Buying

Overbuying means many goods sold at a cut price. It means a general stock depreciation, for when one article is sold at a cut price, of necessity, many others are thrown into the cut price pot at the same time, unnecessarily.

Unwise purchases are prolific of loss. The little leaks here are legion. Imperfect goods are often passed into stock because the imperfection is so small that it is insignificant in the eyes of the merchant, but which in the eyes of the customer is often very important.

Shortages are overlooked because there is no system in receiving goods. Anyone and everyone unpacks and carts off goods before they can be properly checked. Prices very often are not compared with the copy of the order. Quantities are never verified. Substitutions are often accepted. Leaks, all of these, and the cause of much loss.

On the selling lines we have worse things, leaks that are passed over every day as too small to bother with.

Over-weight, and over-measure are constant dribbles at the profits. Thirty-seven inches instead of thirty-six for a yard means about three cents on a yard of dollar goods. An extra potato in the bushel does not mean much, but it will soon mean a bushel. The customer is entitled to a yard and not 37 inches, to a bushel and not to a bushel and one potato. That is all that is paid for. The loss falls on the store. In a department store where the net profit is made up of the discounts on its purchases, the 37 inch for a yard salesman does not earn his salary.

Turning a Loss Into a Profit

A few years ago a lumberman bought a piece of standing timber at what he thought was a very favorable price. The value of lumber fell smartly just a little later and he faced a loss. The old style circular saw used in cutting boards for the tree wasted five-sixteenths of an inch of good wood every time an inch board was cut. In producing four planks a fifth was destroyed. He recognized the leak and introducing band-saws saved one-eighth of an inch on each plank, securing one more plank in nine than he had ever got before. This turned a loss into a profit.

This shows the value of stopping small leaks. Prevent over-weight and over-measure and a great saving will be

effected. Generosity is commendable in its proper place, but it is more profitable to stick to business in the store.

Lost containers, broken articles, spoilage and damage to goods are a big factor in many lines of trade. Take the glass and china trade as an example. Here it is expected that there will be some breakage, from the very character of the goods handled. But it is being reduced to a minimum by better supervision. In one establishment it is necessary for the person breaking, or finding broken, any article to report the breakage on a certain blank form provided for that purpose. This has reduced the losses from breakage.

Clerks Are Only Human

Clerks are but human and make mistakes. It should be the merchant's care to see that they make as few as possible. But the leaks caused by bona fide errors are often exceeded by the deliberate destruction of merchandise. A case of this was brought to the writer's attention.

A department store owner was given to buying bankrupt stocks. These goods were taken to the store and served as the nucleus of his many special sales. In one of these stocks was a particularly bad stock of men's caps. The department store owner ordered them placed on sale at a ridiculously low price. The department manager looked them over and deliberately sent half of them to the furnace room, where they were destroyed. Perhaps this was a leak that turned out to be a profit, but the spirit of the thing is what is to be emphasized. This department manager took his calling too seriously. He thought he was too good for the caps to be placed on sale and burned them. Many clerks



"Say Mag, has your big sister got some shoes like them?"

"Well, she's gotta pair wid fur on de tops, a pair what laces behind, and some wot laces on de side, an' a pair wid white buttonholes an' black buttons, an' some wid black buttonholes wid white buttons, but I don't think she's got any wid white and black buttonholes and black buttons."

are too good for their jobs, and the merchant pays the penalty.

Loss through indifference is eternal. This is a constant leak, which drips, drips throughout the livelong day. Losses through incapacity are not to be compared with the losses through indifference.

Selling the Goods Too Often

The indifference of clerks causes many to purchase goods they do not like. These are brought back and exchanged or a refund is made. This is now recognized as a part of the regular routine of the day. In very few stores do the merchants make any effort to reduce this waste, for waste it is, to sell the same customer the same amount of

merchandise several times over and only receive in exchange the one purchase price.

Refunds are losses, but they must be cheerfully made. It is the leak that results from indifferent attempts to secure the amount of the refund in return for other merchandise that counts.

Leaks are frequent in the delivery department for lack of co-operation among the delivery force and through improper system, or lack of it altogether.

Goods are lost in transit or damaged on the wagons. The equipment is damaged through indifference or inexperience. Goods are routed in a roundabout way, goods are delivered to wrong addresses, C.O.D.'s are not properly reported, and in many other ways there are leaks of serious proportions.

Where there is a credit business done there is more loss through carelessness than through bad debts. This is a pretty strong statement, but it is true of the average store. In the greater stores there is so much system that it is almost impossible to make errors, but in the ordinary store they are frequent.

Forgotten charges are one of the most prolific cases of loss in a credit business. This is not so frequent in a store well systematized as in those less favored, but it is a leak just the same.

Then there is the loss made by customers claiming wrong entries. The system that prevents this is about perfect. Lack of system invites this kind of thing. The customer first discovers a wrong entry, after that it is easy to suspect others that may not be wrong. The merchant not having a positive system has to give in and the loss is made.

Poor Collections Big Leak

Poor collections come next in the leaks in a credit business. The merchant who neglects to make collections when the amounts are due is deliberately inviting loss. People who pay when an account is due very seldom have any complaints to make of overcharges.

Stop the leaks in the credit department by making every charge and collecting the account when due.

Dishonesty is a leak that every merchant must face. He must recognize the fact that he cannot trust anyone. He must suspect everyone. Isn't that an awful statement to make, but it is a fact. Brother steals from brother, son from father, and even protege from benefactor. No one is safe from theft, as long as he has something to steal; as long as someone else wants what he has.

A good system will help to defy this kind of a leak, but it will not make it impossible to steal. The merchant must have confidence in his employe, but he should neglect no opportunity to safeguard himself from the employe's dishonest propensities. Eternal watchfulness, frequent test and restrictive systems are the only lines of relief in this matter.

The constant waste and consequent loss of supplies is a frequent subject for discussion in the trade paper and it will be passed over with a mere mention. Just watch the constant drip of the leak when paper, twine and other supplies are needlessly used.

And finally, after advising the merchant against the whole world, we must turn the light upon himself. He is a frequent cause of loss, a constant leak himself. Some merchants lack originality and lose because they follow in the rut, along the lines of least resistance.

One merchant will be unapproachable. No one knows anything about his business but himself. It is useless to preach to him. He sees only as far as his nose. He lets the world change and overlooks the fact. He lets new competitors come in and introduce new methods that wean away his customers. Result a loss of customers, a little leak that is constantly draining away his profits.

Get after the little leaks, they are the most expensive.

ARTISTIC NEW FRONT INSTALLED

The Invictus Boot Shop, Toronto, which recently removed into new and well fitted-up quarters at 93 Yonge street, Toronto, right in the heart of the busy business section, has one of the most imposing and impressive fronts of any establishment. The illustration affords some conception of its artistic and admirable display facilities. It is a complete metal front in statuary copper finish from the sidewalk to the underside of the "I" beam, with the exception of the door which is quarter cut oak. The ceiling in the entrance, the transom, and the transom bar over the door are all covered with metal. The metal is cold rolled



INVICTUS SHOE SHOP, TORONTO

drawn copper, and there is a ventilating sash around all the glass in the show windows to prevent steaming and frosting as well as to carry off the drainage. The store is only twelve feet wide, but the best use has been made of the space in the double windows. The two front lights of the glass return back two feet from the sidewalk line, which has another light returning back to the door two feet. The woodwork in the show windows is all quarter oak, with art glass in the sliding doors. The lighting of both windows is by means of the X-ray system. The entrance is laid with white round tile while the interior fixtures are very handsome and comport admirably with the new front, which is known as the Easyset System and was installed by the H. J. St. Clair Co., Limited, of Toronto.

KID LEATHER IDEAL IN TEXTURE AND QUALITY

(Continued from page 29)

impossible. Goats flourish to some extent in North and Central America and especially Mexico.

Expanding the Raw Material Supply

Students of economic conditions in the leather industry are convinced that the diminishing supply of raw material is more susceptible of expansion in goatskins than in cattle hides. In recent years there have been sensational advances in the price of hides, but during these same years the number of beef animals has not kept pace with the increase of population and the per capita consumption of leather. Meanwhile the cost of goatskins has advanced slightly. It is thought that a sustained demand for glazed kid continuing for a number of years would have the effect of raising the price of raw goatskins which in turn would stimulate breeding and permanently increase the quantity of raw material available for tanning. Goats are prolific animals and the breeding of them involves little expense. The slaughter of calves tends to prevent the growing of mature cattle.

The production of kid in black and colors in the United States amounts at the present time to twelve thousand dozens a day. The average prices paid are about \$10 a dozen. One-fifth, or two thousand four hundred dozens of the total output per day are in fancy colors.

The Chrome Tannage

The tanning of goatskins in the United States has been revolutionized several times. Thirty years ago kid was imported from France. French kid was not actually tanned but tawed by the alum process. The leather while beautiful and highly finished was perishable for the reason that shoes cut from it were rendered useless if dried too quickly after being worn in the rain or snow. The Philadelphia morocco manufacturers (the term they were known by in the old days) made only pebbles, grains, straight grains and similar boarded finishes. The first step towards glazed kid was the production of brush kid. It was tanned with sumach and the leather while glazed and handsome to look at was hard, unyielding stock. In the low grades it was brittle and unsatisfactory. Then came the dongola tannage, closely followed by what was called combination tanned stock. These successive changes were a severe trial to the tanners who were driven from one process to another at great expense and risk. The climax came when after much experimentation and many discouragements the chrome or mineral tannage was perfected. At last it was possible to make thoroughly satisfactory stock which, while possessing all the beauty, lustre and flexibility of the best French glaze kid, was really serviceable, dependable leather. Chrome kid was so satisfactory in every way that in a short time all other tannages were discontinued and later the chrome process, first used on goatskins, was extended to calfskins and light hides for upper stock. Today quantities of chrome sole are made.

Methods of Collecting and Preserving Skins

The methods of collecting, handling and preserving goatskins, as well as their general characteristics and susceptibilities are interesting.

There are distinguishing features which mark the country and district of origin of the goat, as shown in its pelt, such as size, pattern, length and color of hair, fineness of texture, character of grain and the nature of its imperfections. The characteristics enumerated may be traced even after the skin has been manufactured into leather, ex-

cepting, of course, length and color of hair. It is possible for experienced handlers of glazed kid to form accurate conclusions respecting the kind of skins from which a given lot of leather was manufactured. Other noticeable features distinguishing skins in the raw state are the manner in which they were flayed, and the mode of preservation or cure.

Methods of Curing

The ordinary methods of curing are as follows: sun drying, dry salting and wet salting. The first method is simple and consists merely of spreading the skins out or hanging them up exposed to the sun, or, in some of the torrid countries, preferably in the shade, until they are quite free from moisture. The second method is practically the same as the first, excepting that the fresh skins are first rubbed with salt before being dried. The third method necessitates a thorough rubbing of fine salt over the skins, which are allowed to remain moist and are folded into small bundles, each skin separately, and then packed into casks. Certain advantages are claimed for each of these methods.

Collecting the Skins

In most countries goats are not raised in large herds after the manner of our domestic cattle and sheep, but are produced under individual ownership of one or several animals by farmers or peasants. It can be readily understood that under these circumstances, countries such as India, China and Africa, with their millions of population, produce in the aggregate vast quantities of skins. The skins are gathered by small collectors, passed to larger dealers, and finally find their way to the large markets and ports where they are purchased by exporters and shipped to the United States and other countries. In many cases the gathering of these skins from the more remote districts of countries such as China and Africa consumes many months of time and entails much labor and hardship to those occupied in the task.

Skins Affected By Seasons

The exportation of goatskins varies in most countries with the season of the year. In some countries a fairly constant supply is available throughout the year, but in others the exports are largely increased at certain periods, and diminished at others. In some countries exporting is done during a particular season and ceases entirely until the season recurs. The season of the year, by which we mean the climatic conditions prevailing during the particular time, has an important influence on the nature of the skin and its quality for manufacturing purposes. Unusual climatic conditions, such as drought or superabundance of rain, also create important changes in the character of the skins.

Long and Short Hair

As a general rule, in hot countries the hair of the animal is short and remains so at all times, due to the comparatively uniform heat prevailing throughout the year. Such countries are usually subject to alternating dry and rainy seasons, which affect the quality of the skins but not the hair. In cold climates goats usually take on a longer growth of hair during the winter season and have short hair during the summer. In countries where the change is pronounced it is customary to shear the hair after it has acquired full growth, as wool is shorn from sheep. Skins from the animals so shorn naturally have the characteristics of the long-haired animal, despite the absence of the full growth of hair. If the animal is not slaughtered dur-

ing this period the skin will improve in quality as the season progresses and the animals receive the benefit of good pasturage. The growth of hair in cold countries is usually accompanied by a sort of fine woolly undergrowth, which lies close to the skin and can be noticed by dividing or parting the hair. This undergrowth has an undesirable effect upon the quality of the skin because the pelt is lacking in substance and produces thin leather, and for the reason that the grain is inclined to be "sheepy," a term applied in the trade to describe goatskins that have the peculiar and inferior quality of sheepskins.

Peculiarities of Goatskin Supply

Goatskins may be divided into two great classes—hard and soft natured skins. In the early days of the chrome tannage it was feared that only the softer varieties, such as Brazilians, could be successfully tanned by the mineral process. The difficulties were ultimately overcome and today goatskins from any part of the world are tanned with chrome. One of the inherent difficulties of the glazed kid manufacture is the marked characteristics of the skins from different parts of the world. When a manufacturer has become expert in handling a certain selection of goatskins there is danger in changing to another which demands different treatment in the tannery. Then again each maker is known to the shoe trade as a producer of Indian, Brazilian, African, Mocha or some other variety of stock. It thus happens that while goatskins are obtainable from all parts of the world except North America the skins from the different quarters of the globe are not exactly interchangeable.

Effect of the War Upon Supplies

It is important to consider that the goat flourishes in all climates and in almost every part of the world with the unfortunate exception of North America. A great war involving thirteen or more countries has not interfered with the importation of goatskins to a degree that would have been inevitable in a less universal product. The volume of imports while well sustained is not maintained without incidental difficulties. While it is true that great quantities of goatskins are produced outside the actual war zones, the embargos extend to all portions of the British Empire. Importers of India skins for example are compelled to give bonds covering every purchase and in addition must be on the "good" list. These measures are considered necessary to prevent the skins or the leather made from them from reaching Germany or Austria. Some of the largest manufacturers of glazed kid are direct importers and have established agencies at the ports of export. The smaller tanners who obtain their raw material from brokers and New York importing houses are experiencing more trouble. The purchase of raw goatskins always contains an element of gambling for the reason that imports are paid for six months before they arrive and several more months may elapse before the leather is sold. The chemical situation has caused great embarrassment. The bichromates of potash and soda and other chemicals required in the production of glazed kid, not to speak of colors for fancy kid, are increasingly difficult to obtain.

NEWSY HAPPENINGS FROM ST. JOHN

Business continues satisfactory about St. John, N.B. The various stores still continue to present cheery reports in reply to inquires as to the condition of the shoe and leather trade locally. It is not expected that as much business will be done this year as has been known in other years, but for the most part, as a dealer expressed it, "we have no cause to complain." The fall trade has opened well, and a few days of bad weather have been responsible for a

rush on heavier goods following a ready sale in finer fixtures during recent fine weather.

Local firms are giving every possible assistance to patriotic causes. Dealers in boots and shoes are displaying in their windows posters and show cards, advocating the cause of country and helping to carry out the programme of a live recruiting committee in the neighborhood. There is hardly a shoe store in St. John but has given one, two or more men to the colors, and every such business house is not holding back any others of its employees who desire to volunteer, but giving them the promise of their positions being kept for them when they return from the front.

Displays of war souvenirs are a frequent exhibit in the windows of local shoemen. Such articles as buttons, pieces of shell, helmets, national souvenirs picked up at the battle-front, and a wide variety of things sent home by men from about the city, or sometimes by former employees now in service overseas. The war trophies are exhibited in the store windows and make an attractive showing which draws attention.

Among recent recruits for foreign service in St. John are several shoemen. An appointment which was learned of with pleasure was that of Lieut. Percy M. Rising, to the position of quartermaster in the 104th battalion, now mobilizing at Sussex. He is now in uniform at the camp. Prior to his severance of business connections with the firm of Waterbury & Rising, Limited, until his return from the war, he was the recipient of a handsome case of pipes as a token of esteem from his associates on the staff and the firm.

Reginald F. Shamper, of the staff of the Canadian Consolidated Rubber Co., Limited, St. John office and warehouse, and Rupert Crocker, of the traveling staff, with headquarters here, have also left and are now in uniform. The latter is with the siege battery in training in St. John prior to going overseas, while Mr. Shamper is with the 73rd Highlanders in Montreal. Before leaving they were presented with military wrist watches by W. R. Stewart, local manager, in behalf of the staff.

Another shoeman, Leslie C. Holder, of the staff of Weizel's Cash Stores, has enlisted for overseas service with the 104th battalion, and Beverly R. Allan, of the same concern, is also with that unit. Both are now in training in Sussex. Presentations of wrist watches and fountain pens were made to them recently. George Crosby, a popular member of the traveling staff of J. M. Humphrey & Co., shoe manufacturers, has donned the uniform with the siege battery, while Joseph Patchell, of the clerking staff of Waterbury & Rising, Limited, has gone with the 104th. Fellow members of the staff of C. H. Peters & Sons' tannery, recently presented a military wrist watch to one of their number, Frank L. Addison, who has enlisted with the siege battery.

Local shoe merchants and others are wondering as to whether or not a battalion of infantry will be stationed in St. John this winter, as was done last year when the 26th battalion was quartered from early fall till spring. It means much to the city in a financial way and helps business in every line, for the pay-checks of the battalion total \$40,000 monthly. It was at first promised that the 64th would be stationed here, but they are now going to Halifax; the 104th will be divided between Sussex, Fredericton and Woodstock, which will enliven business in each of those centres, and it is reported that a battalion from Port Arthur will be quartered here. The members of the Retail Merchants' Association have recently taken the matter up most actively and interceded with Ottawa to see that a battalion hibernates in St. John, for it means considerable to trade if such is done.

HOW SHOE BUSINESS LIVES AND GROWS

Careful Stock Keeping is a First Aid and a Remedy for Overbuying and Loading Up With Unsalable Styles—Keep Daily Sales Records by Customer and by Individual Transaction—Place Your Stock on 100 Per Cent. Efficiency Basis, Not Only During the Busy Season, But in the Slack Time as Well

If a shoe business lives and grows, this favorable development is largely due to careful merchandising and efficient stock-keeping, backed up by energetic advertising and selling methods. If the business dies, and a good many do, the beginning of its decline is easily traced to inefficient stock-keeping.

The stock is the index to the class of customers that is buying, and the extent of the class; it is a guide to what shoes are going well and what kind are going slowly, and it points the way to a style selection that promotes selling.

The thing to do is to watch it, study it and keep a daily record of it. Keep it on a 100 per cent efficiency basis during the busy season, and in the slack time.

A buyer who starts the season with a workable stock has a good chance to know "where he is at" if he insists on a record of every individual sale and every pair of shoes sold. The individual customer's record is not sufficient, because it may contain more than one purchase.

The customer record, usually kept on a card index, is a guide to what the store's clientele, person by person, is buying as regards style, price and kinds of shoes. It shows at the end of a selling season, like spring or autumn, whether the buyer is gauging anywhere near correctly the bulk demand of the store's customers.

Keep Records of Every Sale

It also offers a hint for the coming season. If twenty out of a list of regular customers buy a certain number of styles in black shoes, tan shoes or a certain novelty, the buyer can, with the help of the clerk's suggestions, go into market with a pretty fair idea of how to buy for his established trade at least. That covers in part the value of a record of customer purchases.

Now what is the every-purchase record? And what does it show?

It is a daily record of every sale of every salesman on the floor. It shows every evening just what has gone out of stock during the day and forms the basis for finding out what is still in stock. Checked up at the end of a week's business, this record will show, to a pair, how much stock there is and what kind it is.

The simple way for small stores to keep this record is to furnish each salesman with a book of blank slips marked off for stock number, style number, size, retail price, wholesale price and all other details tending to describe the shoe sold. At the end of the day's selling every slip is turned in to the stock-keeper and he makes a report to the buyer. This enables the buyer to systematically fill in on styles and sizes for the current selling. At the beginning of the season this report and the individual customer report together form a practical buyers' guide for stocking up for the coming season.

Idle Stock Eats Up Profit

The system is simple. All that the retailer needs to do is to keep it religiously. It tells the story of what is sold and what to buy.

A stock efficiency man in the shoe department of one of the best stores in the country went through the department and found over \$11,000 worth of idle stock—shoes that were out of style and unsalable for other reasons.

It is the "idle 40 per cent" of the average retailer's stock that eats up the profit on the active 60 per cent and finally puts the department into the discard. Another retailer made the statement recently that in going through his shoe department "with a fine-tooth comb" he found \$8,000 worth of idle and unproductive shoes. The total stock was only \$18,000.

Both of these concerns are credited with a profitable business. But the condition of their stocks shows that they are only half-profitable. Neither had any set system for keeping track of what was in stock, what was selling and what was needed. But now they are both using the individual-customer and the individual-purchase methods of keeping stock. They had to come to it, to make money.

Over-Buying Clogs the Stock

Over-buying is a shoe merchandising disease that is dying out with the discarding of the former six-months-in-advance system of buying. But into its place has crept the new danger of over-buying on a popular novelty.

Although novelties sell well while they are good, usually they are short-lived; hence, they must be bought frequently and with caution. A well-kept stock is a big help in the profitable merchandising of novelties and quick selling staples, and it is a first aid to gauging the style elements in shoe stocks.

Wrong style guesses swell the total of the "idle 40 per cent" and cut heavily into the figures on the profit side of the ledger. Careful stock-keeping is a first aid and a remedy.

Unless the retailer keeps a careful stock record, under-buying may be an accompaniment of the "small quantity frequent order" method of merchandising. And it is a danger point necessary to guard against in the purchase of



THE STANDARD TYPE OF CANADIAN ARMY SHOE FOR WHICH TENDERS FOR 150,000 MORE PAIRS ARE BEING CALLED

both staple and novelty footwear. Sales lost because of insufficient stock count just as heavily against profit-making as do goods left over on the shelves because of over-buying or wrong style guessing.

NET PROFITS AND SALESMANSHIP IN SHOES

(Continued from page 26)

orable reply and see that the shoe has made a good impression on the mind of your visitor, remark on its neat appearance and comfort. Then comes the crucial point—the closing of the sale. It is the ability of a clerk to close a sale and help the customer come to a reasonably prompt decision that counts a great deal. How would it do to suggest that the customer try on the other shoe or remark pleasantly—‘Will you wear the new ones home and have these (the old ones) sent? Or perhaps you would prefer to wear your old ones and have us deliver the new pair, which will go by the next delivery.’ You see this is coming to a decisive point and many a person requires suggestion and leadership to arrive at a conclusion. Never allow your customer a chance to say no, if possible, and always talk in the affirmative. To ask if you cannot do so suggests a negative response, but to present remarks in an affirmative or positive style leads on and upward by the spirit of acquiescence. You can generally tell when a customer has something that pleases and then is the time to diplomatically and gently terminate the transaction.”

The Lady Who Says Show Me

“Oh, yes, we have many kinds and classes of people to wait upon, from the fussy and consequential ones to those who scarcely say a word. We call the latter ‘mumsers.’ A lady will come in the shop perhaps and ask to see some shoes, and you enquire courteously what style she would like. She replies rather ambiguously, ‘I do not know; let me see what you have?’ You take down a glazed kid button shoe with a black cloth top and she replies, ‘I do not want that kind at all. I want a patent.’ You get out a patent with a tip and moire silk top and she adds, ‘Oh, I do not want a shoe with a tip; have you not some plain toes?’ Then you get a plain toe and perhaps dark blue cloth quarters and she adds that she wants one with a dull kid top. You secure this shoe. She does not like the spike pedestal and observes ‘I want a French heel.’ By this time you have her choice pretty nearly gauged. She prefers a patent leather button with a matt kid top, plain recede toe, medium vamp and Louis heel. This was what she had in mind in the first place but, of course, she simulated that she really did not know what she required, whereas all along this lady had that particular type of boot in mind. It is only by deduction and display that you can really find what many persons want.

The Rash, Importunate Purchaser

“Another peculiar type of customer is the one who before you have the shoe half fitted on the foot, exclaims, rashly or peevishly, ‘Oh, that is too large’ or ‘that is too small; take it away,’ and they have not afforded you an opportunity at all to make the fitting. To such persons I generally say pleasantly, ‘Well, if you will please allow me to put this on your foot, while it may not fit or suit, I can gain a better idea of the exact size and width.’ Be good natured, although at times your temper and patience may be tested to the utmost.

“Another class of patron is the one who, when you start to take a shoe from the carton, will remark off the bat, ‘Oh, that will never do at all,’ or ‘That is not what I want,’ although you may be several feet away from the caller. Some are even so obdurate as to command, ‘Put it back; I do not want to look at that kind.’ Now, it is pretty difficult to deal with this objurgatory, explosive kind of femininity.

Sometimes you can jolly them on their remarkable eyesight in condemning a shoe before having a good look at it or trying it on and, in other cases, you have to put the shoe back in silence and pull out another style.

“Then there are persons who are well pleased with the appearance and fit of what you have showed them. They are just about to take the pair when they will incidentally inquire the size. If you tell them that it is a five or a four they will go almost into hysterics and declare ‘Take it off; it does not fit me at all. Why, never in my life have I worn a shoe over four or three in size,’ as the case may be. They are sticklers on the matter of size. While I do not advocate fibbing or uphold misrepresentation, as you might discover the person is able to read sizes and numbers or had some knowledge in the footwear business, still you may frequently get out of the dilemma by explaining that all six-roomed houses are not of the same dimensions, and that different lasts and patterns of identical size and width do not look the same. Then if your customer is not satisfied, show a broad, wide, round toe and a narrow pointed one and ask which they think is the larger. Point out that they are both of same size and width, but the shape and style create the seeming difference.

The Eye is Often Deceived

“I knew a shoe merchant once who had a group picture of several men and a boy. He would show this to a pernickety customer and ask how tall the boy was and invariably would receive the reply, ‘Oh, he is only about half the height of the men.’ To all appearances and to the imagination this seemed to be true, but the shoe merchant would add, ‘Now, that is what you think, but the camera does not say so.’ He would take a ruler or a piece of string and measure the boy, who was in the foreground of the photo, and the man at the rear, and show that the lad on the print or film was exactly the same length as the adults. Well, the customer would say, ‘How deceptive, I would not have believed it if you had not actually measured.’ The misleading optical conception was caused by the way in which the men and boy were photographed and by imagination supplying the rest.

“Then the retailer would explain that it was the same in shoe sizes and that what appeared to be longer than another could not always be relied upon. It might be shorter or just the same length, according to the last, pattern, toe or vamp. Thus customers of the fussy kind may frequently be satisfied in this way. Most men are not so particular about a size or two extra if they are properly fitted, but now and then one runs across a foppish specimen of the male creation and when you get such a ‘victim’ he is as bad as any dictatorial woman who won’t have this or have that or who has foibles, fancies and frailties galore.

“Oh, yes, selling shoes is a great game and no one can tell you just what to do under all and every circumstance. I might as well lay down a law as to how much people should eat, or drink, how often, the price they should pay, etc. But I like the shoe game, nevertheless. You meet so many decent, considerate and companionable people in this world that you forget or should overlook the cantankerous, the crabbed, the stupid, the obstinate, the overbearing, the egotistical and the penurious. Willingness and good nature will win out in nearly every case and, with few exceptions, the law of compensation holds good. We generally get what we give in this world, both in human nature and shoe values. If you scatter thoughtfulness, suavity, kindness, goodwill and optimism you generally reap the same, but if you are pettish, indifferent, churlish, grumpy or intolerant you get like for like. It takes all kinds of people to make a world and you will run across every species in the shoe shop, for more persons are punctilious about their footwear and head-gear than any other articles of apparel.”

The Shoe Repair Man

BUILDING UP UNEVENLY WORN HEELS

There is scarcely a person whose shoes do not wear off more on one side than the other; there seems an almost universal failing of running shoes over on the outside. This condition, when the shoes have worn off considerably uneven, is uncomfortable and unsightly, and the shoe hospital is the place where the remedy can be applied. In former years the repairer did not apply scientific methods of rebuilding the shoe up, as is done at the present time, and the repaired shoe was clumsy and often hurt the foot. By adding an extra thickness of the sole at the outside part of the shoe this causes the foot to swing inward, and this additional thickness should extend from below the ball of the foot to the toe-end and not, as some repairers are liable to think, only from the ball to the corner of the tip. When not extending fully to the toe-end, the shoe is thrown out of balance, and as the foot is lifted it is swung toward the outside of the toe. The idea is to give the foot the natural position, and make the big toe perform the function for which it was intended, and not to simply swing the foot toward the inside when the wearer is at a standstill. The heel should be built correspondingly.

* * *

HIS SERVICES ARE VALUED TOO LONG

Much has been written about the underpaid service of the shoe repairer, but there is still more "must" to be written, seemingly, before he gets his eyes open to the fact that he is giving more than value received for his labor, says Shoe Repair Shop. It is that he wants to do acts of charity in asking so little for his work, or are his ambitions and aspirations less than men of other occupations, and is he content with the small pittance which he asks? There is no trade or profession that is rendering a better service to the people of the world to-day, or gives the public more for their money than the repairer, and yet in many cases he is struggling away for an existence, all because he does not get more for his work. The shoe repairer often works from early morning until far into the night. It is not because he is so in love with his business, or his insatiable greed for gold, but it is because he does not get what he should for his services. All work and no play makes the repairer a dull member of society. He needs to get away from the last and lay down the pegging-awl a little earlier at the end of the day, and take some enjoyment as other tradesmen do who can afford to do it. Other skilled mechanics have much shorter hours, and their recompense is in proportion to their services, but

A GUIDE FOR THE TRADE

Enclosed you will find one dollar for the SHOE AND LEATHER JOURNAL. I am sorry at the delay in sending. I consider that the man who tries to run a shoe store without your Journal is like running a ship without a rudder. With best wishes.

T. MATHEWS,
McRae Shoe Store.

Revelstoke, B.C.

many shoe repairers seem to loath to break the old-established order of things and prosper.

* * *

FLEXIBILITY IN SHOE REPAIRING

Some repairers advertise that they are using certain well-known brands of sole leather possessing exceptional merit as to flexibility. A flexible bottom in brand new shoes is an important feature demanded by the public today. Flexibility of bottom is equally important in shoe repairing, says the "Shoe Repairer and Dealer."

Besides using special sole leather, repairer should work the leather to increase the flexibility. The writer has seen a repairer using hot water to quickly soften his leather, and although hot water or steam vapor will quickly render the leather soft and workable, it is not the correct process to follow. Experiments in steaming the welt at the welt-sewing machine, to save time of tempering in the ordinary way, have proven impractical, for the reason that the welt would dry up hard. It is the same with sole leather, which dries up hard and rigid.

The writer believes in moving the leather in clean cold water, so that water will penetrate through every fibre, which is necessary for tempering with uniformity. After wetting the soles it is well to strike same against a bench or table, to condense, in a way, the water in the leather, and at the same time to do away with the surplus amount of water on the soles.

This is often done by turn shoemakers and the writer was advised to do so while working on turn shoes, as the foreman believed that working the leather that way helped toward the flexibility of the soles once incorporated into the shoes.

There is today a nailing machine which embodies a method of clinching, which insures flexibility, so that it is entirely possible to have a flexible nailed bottom. The nails driven by this machine will wear out flush with the leather.

* * *

ADVERTISING AND THE SUBURBAN REPAIRER

"Now, about the shoe repairer in the suburbs. I think that newspaper advertising in his case is money thrown away, unless he has an outdoor connection apart from his shop trade. If he has, then it is a splendid point to talk on, such as "Our name and phone number are printed" in such and such a paper, which proves our fidelity or bona fides, or "if you should mislay my card see the daily paper." The most satisfactory advertising in the case of the suburban repairer is for him to bombard his own locality, once a month at least, with not less than a thousand neat, attractive cards or circulars. By this means one can work up a very steady trade. Many may think that this is not necessary, because of the fact that they are well established. It is surprising how comparatively few people know of you. If you were to make a house to house canvass around your own shop, you will discover that you are not nearly as widely known as you think that you are.

"The next important item about newspaper advertising for the repairer is that, once started, it should not be dropped. It is difficult sometimes to check accurately the results, but to begin advertising and then drop it in three or six months is a losing proposition. A contract can be made for a year at a considerable reduction over a transient one."

MORE ORDERS FOR ARMY SHOES

The War Purchasing commission of the Government is calling for tenders for 150,000 pairs of army shoes and 100,000 pairs of rest shoes, the tenders to be in by November 10th. This number is considerably larger than the last order awarded a few weeks ago, which was for 100,000 pairs of army shoes and 50,000 pairs of rest shoes. A large number of shoe manufacturers have received forms of tender and are invited to submit prices to the commission. The regulation type of army shoe (which has now become standard, and is said by both practical shoemakers and military experts to be the best and most comfortable boot of its kind for the "Tommys") will be turned out, tan side leather being used. Manufacturers will have six weeks to deliver whatever allotments are placed with them. The sizes will be from 5 to 11½ and the widths in E and F, the majority of boots being in the wider widths, as the footwear is intended for winter use, and the soldiers wear heavier socks during the cold weather. It is understood that the price on which most manufacturers will tender will be around \$3.85.

SAFETY ASSOCIATION ELECTS OFFICERS

A meeting of the Leather Manufacturers' Safety Association was held in Toronto recently at which there was a representative attendance. A. Brandon, of the Brandon Shoe Co., Brantford, was elected Chairman, and E. King, of the Dunlop Tire & Rubber Goods Co., Vice-chairman. The shoe manufacturers come under section 20 of the Workmen's Compensation Act, which includes leather goods, belting, saddlery, harness, trunks, valises, boots and shoes, gloves, umbrellas, rubber goods, rubber shoes, tubing, tires and hose. It is thought that this grouping is too comprehensive and an effort may be made by the shoe manufacturers of the province to be placed in a class by themselves. Accidents of a fatal or serious character in shoe factories are not numerous. The assessment made this year is felt to be pretty high and more than ample to meet any claims made, through mishaps to workmen. A leading shoe manufacturer stated this week that he thought this year's rates would be lowered by one half. The Workmen's Compensation Act has so far been administered very satisfactorily, but like all new measures, there are amendments to be made. It is felt that, with certain modifications, the measure will prove beneficial to both employers and employees.

THE WOMEN'S NATIONAL ANTHEM

While in London recently I came in touch with a little incident, which I think will interest you.

I attended, one day, at noon, a recruiting meeting in front of the Mansion House. A great crowd of men and women listened to the recruiting Sergeants, all of whom had "done their bit" at the front.

A lady, with a magnificent voice, sang patriotic songs, which perhaps were more effective than the speeches of the recruiting Sergeants. At the close of the meeting, it was announced that after singing "The King," the lady would sing "The Woman's National Anthem."

Then in splendid voice she sang—

"God save our splendid men,
Send them safe home again,
God save our men.
Keep them victorious,
Patient and chivalrous,
They are so dear to us,
God save our men."

As she sang, every man stood, uncovered and with bowed head, and there were not many dry eyes.

I think it would be a good thing if the women of Canada would learn this as "The British Women's National

Anthem," for surely it is the prayer of every loyal British woman.

After the meeting I went up to the singer, handed her my card, and asked her for the words she had just sung. When she saw that I was from Montreal she said, "Oh, I sang in Montreal, and I will be glad to send the words to the women of Canada."

She wrote them on the back of the blue envelope, which contained my passport.

SHOE NEWS IN SHORT SHAPE

The Canadian Government will supply 150,000 pairs of shoepacks with soles for the use of the soldiers in the trenches during the coming winter.

The R. M. Beal Leather Co., of Lindsay, Ont., have received a contract for 3,000 pairs of larrigans from the Department of Militia and Defence, Ottawa.

William Williamson, sr., of Watford, Ont., died recently in his 80th year. He was a native of Ireland and followed the trade of a shoemaker for many years in Warwick and Watford.

Western shoe wholesalers report a considerable improvement in trade during the past few weeks. The change in the weather has been mainly responsible for the betterment. Collections generally are fair.


The warehouse of John Lennox & Co., wholesale shoes, is gaily decorated with the red Ensign and the flags of the Allies, the facade of the large building being one mass of color and bunting. Mr. Lennox is taking great interest in recruiting, and open air meetings to stimulate enlistment are held frequently in front of his premises in Hamilton.

The town of Listowel, Ont., is endeavoring to secure more factories and recently a deputation visited Rochester to induce the proprietors of a large shoe plant to remove. Other shoe factories are in communication with the town authorities. It is understood that Listowel is offering bonds to manufacturing plants that will locate there.


Cole Blewett, who has been a faithful employe in the R. Neill Shoe Store, Lindsay, has received a promotion and joined the staff at the headquarters of the firm in Peterboro'. Mr. Blewett, who is an enthusiastic Oddfellow, was tendered a banquet by the triple link brethren of Lindsay. Previous to his departure he was presented with a solid gold watch fob and locket, suitably engraved.

B. A. Bailey, who was employed in the Anglo-Canadian Leather Co.'s tannery at Bracebridge, was instantly killed a few days ago. He was repairing a large revolving tub which had been thrown out of gear. By some means the machinery was thrown in gear, and the revolution of the tub caught him and lifted him up. When found his head was against a revolving shaft. No one was near at the time of the accident.

According to latest information further Government contracts are to be placed at an early date. Recently the Canadian Harness Manufacturing Association stated that an order for 180,000 sets of single harness will be placed in Canada in the near future. The following gentlemen of the trade have been appointed by the manufacturers to interview the British and French Governments so as to make the necessary arrangements whereby the contract may be completed: R. J. Hutchins, of the Great Western Saddlery Co., Calgary; H. Carson, Ottawa, and S. D. Joubert, of Montreal. Great satisfaction is being expressed at the anticipated contract, as if it is brought to a satisfactory conclusion, it is stated that it will provide enough work for the trade for at least twelve months and that at full pressure. It is also stated on the same authority, that there is every prospect for further contracts from the Italian and Russian Governments following the successful issue of this one.



AMONG THE SHOE MEN.



George Stockand, wholesale shoes, Edmonton, was in Berlin, Toronto, Montreal and Quebec last week on a business trip.

J. W. Foy, of Toronto, is on a hunting expedition in the neighborhood of Parry Sound.

John McLeod, dealer in shoes and dry goods, Sudbury, Ont., has been appointed postmaster of that town and has disposed of his business to his brother, Archie McLeod, who has taken possession.

J. Fulton, of the Fulton Shoe Store, Sudbury, Ont., was in Montreal and Ottawa recently on a business trip.

J. W. Deegan, shoe dealer, North Bay, has installed a new front in his shoe store and changed the heating system to steam as well as making other improvements which add much to the attractiveness of the premises.

A. Snyder, of the Canada Felting Co., St. Jacobs, Ont., was in Toronto last week calling on the trade.

The shoe stock of Campbell & Winn, Limited, Yonge Street, Toronto, who recently made an assignment to N. L. Martin, was sold by auction at Suckling & Co.'s auction rooms and brought fifty-six cents on the dollar, the purchaser being A. J. Smith, 1346 Queen St. West, Toronto. The stock and fixtures amounted to about \$4,000.

H. D. McKellar, representing Oscar Rumpel, felt footwear manufacturer, Berlin, is on an extended business trip throughout the prairie provinces.

The report of the Patriotic Relief Fund raised last year by the school teachers of Toronto shows a balance of \$1,112.86. Nearly \$6,000 was spent in shoes, which a number of retailers in the city furnished to poor children at cost.

A presentation in the form of a handsome and very comfortable chair was made recently to J. Chalton at the factory of Charles A. Ahrens, Limited, Berlin, as a mark of appreciation from his fellow workers. Mr. Chalton has been appointed superintendent of the Woelfle Shoe Co., Limited, Berlin, and has entered upon his new duties. For the past eight years he has been a foreman in the Ahrens factory and in the address which accompanied the gift the employees stated that they felt confident that he would achieve every success in his new and responsible position.

Joseph Tilt, shoe manufacturer, of Chicago, Ill., spent a few days in Brampton recently on a visit. He is a former resident of that town who has made a signal success in the manufacture of footwear in the Windy City, and is now classed as a millionaire.

O. H. Vogt, of the Great West Felt Co., Elmira, Ont., has returned from a business trip to Winnipeg.

The Boston Last Co. is publishing each month a house organ called the "Electrical Bulletin," devoted to the interests of electrical heating in shoe factories. The publication has a lot of interesting matter relative to the various uses of electricity in shoe factories, explaining the various methods and illustrating certain machines.

R. B. Chalue, of Toronto, has returned after a business trip to the west in the interest of the Drummond Shoe, Limited, Drummondville, Que. He went as far as Moose Jaw.

James Gibson, who died recently at Snelgrove, Ont., was in his 102nd year. Born at Antrim, Ireland, he came to Canada over eighty-one years ago. He was a tanner and shoemaker by trade and was remarkably active, retaining his faculties to a wonderful extent. When ninety-nine,

Mr. Gibson attended an Orange walk and beat the snare drum.

The young women in the fitting department of the Weston Shoe Co. at Campbellford, Ont., are providing a fund for a cot in the Queen's Base Hospital at Cairo.

J. P. Cote, of Maisonneuve, Que., will erect a shoe factory in Verdun, Que., at a cost of \$25,000 exclusive of land, and will employ fifty persons. The council has passed a by-law granting Mr. Cote exemption from municipal taxation and water rates for ten years and agreeing to supply electric power and lighting at the lowest price possible.

J. B. Forte, shoe dealer, Montreal, has assigned.

C. A. Davies, of Blachford, Davies & Co., Toronto, accompanied by Mrs. Davies, is on an extended tour throughout the west. Before their return they will visit the Panama-Pacific Exhibition at San Francisco.

The partnership existing between J. Walter MacKay and Annie C. G. MacKay, who have carried on a shoe business in Fredericton, N.B., for many years under the name of MacKay & Co., was recently dissolved. The latter retires and J. Walter MacKay will continue the business under the former name of MacKay & Co.

The Muskoka Leather Company recently completed at Bracebridge a new drying and storage building 310 feet long by 127 wide at a cost of \$12,000. The foundation is of stone and the walls are of brick.

The style of the Eureka Shoe Co., Montreal, has been changed to Eureka Shoe, Limited.

Robert Neill, shoe retailer, Peterboro, has gone on a deer hunting trip in the Parry Sound district.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, was in Montreal and Quebec last week on business.

S. C. Cronk, of S. C. Cronk & Co., wholesale shoes, Toronto, was in Montreal and Quebec last week on business. The firm have placed orders this season for over thirty thousand pairs of hockey shoes and look forward to a big demand in this line.

Horace Coon, who has been head salesman with Robert Neill, shoe retailer, Peterboro, for the past two years and identified with the firm for some eight years, has joined the Artillery and is now at Barriefield camp, Kingston, preparatory to going to the front. He is popular with a wide circle of friends.

The new building, 162 x 60 feet, erected to extend the capacity of Tobey's Limited, leather manufacturers, Col-

FANCY BLACK AND
WHITE KID PUMP,
WITH LOUIS HEEL
AND CAMEO ORNA-
MENT



lingwood, Ont., is practically completed. Machinery is being installed and will be operated by electric current supplied by the hydro lines of the Collingwood Lighting Commission.

John McCrudden has resigned his position as superintendent of Perth Shoe factory, Perth, Ont.

R. W. Ashcroft, of the Canadian Consolidated Rubber Co., Montreal, spent a few days in Toronto recently.

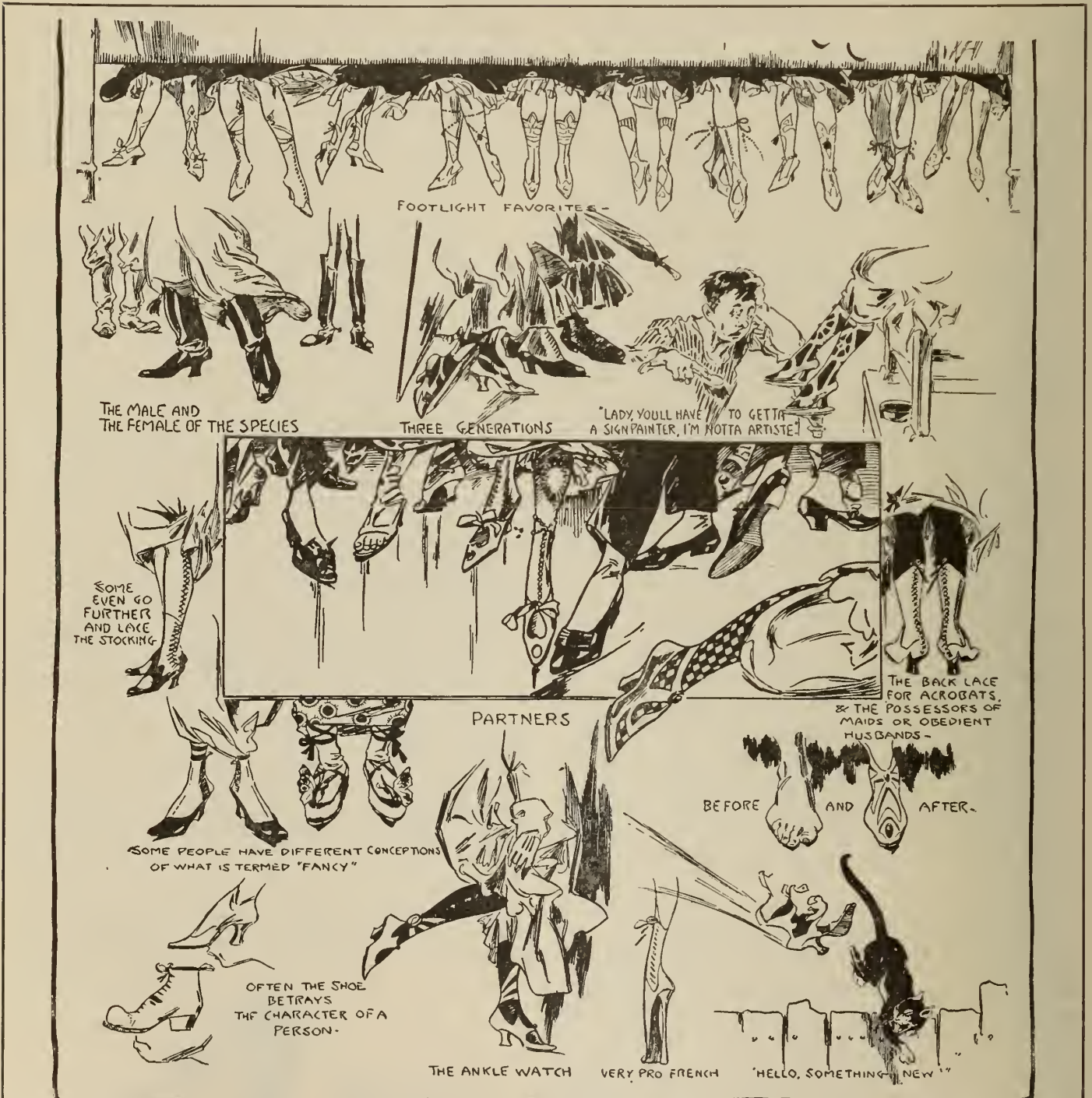
The Consolidated Felt Co., Berlin, are turning out a fine range of leather sole and heel, white canvas shoes for

men, boys, misses, women and children, in the way of bals, bluchers, button and pumps. The new line is much admired and is taking well with the trade.

Joseph Critz, of Shakespeare, Ont., has opened a new shoe repair shop in that place.

R. J. Kidd, manager for R. Neill, Peterboro, was in Toronto last week on a business trip.

E. Koch and W. Spence have bought the retail shoe business of H. Karges, of Listowel, Ont., and have taken possession. Both young men are favorably known, Mr.



"THIS SEASON THE BOOT HAS COME INTO ITS OWN! THE HAZE GREEN KID, THE SOLDAT BLUE, FOREST FAWN, NEUTRAL GRAY, METALLIC BROWN, AND PRUNE PURPLE TONES ARE MUCH WORN. AN ADMIXTURE OF WHITE WILL BE FAVORED BY THE EXCLUSIVES FOR STREET, AFTERNOON AND EVENING WEAR. FANCY LACINGS ARE MUCH IN VOGUE. AMONG THE BASIC SHADES FOR EVENING WEAR, TURQUOISE BLUE IS AN ULTRA NOVELTY; AND THE MAIZE YELLOW, LIGHT CASTOR AND DULL MAUVE ARE CONSIDERED LE DERNIER CRI IN SMART FOOTWEAR." AFTER READING THIS, HENRY MAYER, THE FAMOUS CARTOONIST, SUFFERED BRAINSTORM AND PRODUCED THE FOREGOING "IMPRESSIONS" IN MCCLURE'S MAGAZINE.

Koch being for years employed in the store of J. M. Schinbein.

The New York Shoe House, 264 Portage avenue, Winnipeg, recently made an assignment and the stock and fixtures, amounting to \$2,871, were sold by auction on October 27th.

A. W. Featherstone, Mayor of Listowel, Ont., and J. H. Gunther, President of the Listowel Board of Trade, were in Rochester recently investigating a proposition for the establishment of a shoe factory in that town.

Albert Mason, a well known boot and shoe worker, of Toronto, died recently at his home, 104 Geary avenue. He was for many years a delegate to the Trades and Labor Council and took a deep interest in all that pertained to the welfare and uplift of labor.

The Woodbridge-Rudd Harness Co., Limited, Toronto, has been incorporated with a capital stock of \$100,000, to carry on the business of making and dealing in all kinds of leather goods, harness and saddlery. The new company is an amalgamation of G. A. Rudd & Co. and T. Woodbridge & Co., Toronto.

George Thacker, shoe retailer, of Renfrew, Ont., has moved into handsome and well appointed new quarters in that town.

W. S. Smardon, a brother of Walter Smardon, of the Smardon Shoe Co., Montreal, passed away recently in Aurora, Ill. He was in the electrical business at the time of his death. The remains were brought to Montreal for interment, the deceased being an old shoe retailer in that city, having a store on St. Catherine street, which was widely known at the time he left the business, some fifteen years ago.

J. S. King, of the King Shoe Co., Toronto, who has been representing the Ontario Boot and Shoe Manufacturers' Association in England and France for some months in connection with army shoe contracts, has returned home.

The Canadian Consolidated Rubber Co., who have had a representative in Fort William for some time, have raised this point to the status of a branch as stock will be carried there in future. E. W. James, 48 Murray Block, Fort William, who has been representing the company, is the new branch manager.

Clayton S. Corson, sales manager of the Regal Shoe Co., Toronto, left this week on an extended business trip to the Coast and will be absent several weeks.

An exemption from taxes for ten years has been granted to Saillant & Lessard, who will establish a shoe factory on Fourth street, Limoilou, Que. The factory will be a two-storey one, 25 x 30 feet, and when in operation will employ twenty-five hands.

Jasper Knight, who has conducted a shoe repair establishment in Truro, N.S., for some time, has returned to his old home in Hampshire, England.

The Lady Belle Shoe Co., Limited, has been granted a charter with a capital stock of \$50,000 and headquarters in Berlin, Ont. Among the incorporators are A. A. Armbrust and Alex. Inrig, of Berlin. The new company will erect a factory on Breithaupt street near Ahrens street, in Berlin, and it is expected that construction will start in the near future.

E. J. Getty, of the Galt Shoe Manufacturing Co., Galt, Ont., was in Toronto last week on business.

Joseph Levingstone, shoe dealer, Victoria Harbor, Ont., has assigned to N. L. Martin, Toronto.

A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, Ont., who is an enthusiastic military man, being a Captain in the 25th Regiment in that city, has enlisted for overseas service and is now in training at St. Thomas. Mr. Medcalf is well known to the shoe trade and about five years

Stock of Boots and Shoes for Sale

Tenders will be received by the undersigned up to and inclusive of the 15th day of November, 1915, for the purchase of the good-will and stock-in-trade of the late Richard Palmer, who carried on business at 1627 Dundas Street in the City of Toronto as a boot and shoe merchant.

The stock consists of a thoroughly up-to-date line of women's and men's boots, shoes and rubbers, and comprises a first-class assortment made up in a large part of such well known brands as "Invictus" and "Brandon" shoes, etc.

The stock can be inspected during business hours at the above address, and the undersigned will be pleased to send to prospective tenderers a complete inventory and further particulars of the stock on hand.

Tenders must be on the basis of a rate on the dollar of the invoice price of the goods. There will be no warranty on the part of the vendors as to the quantities, qualities or otherwise, but the successful tenderer will be required to check up the stock himself and his acceptance must be made on the basis of the stock on hand as per the inventory taken at that time.

All tenders must be accompanied by a marked cheque payable to the order of The Trusts and Guarantee Company, Limited, for \$500.00, which will be returned without interest to the unsuccessful tenderers. The highest or any tender not necessarily accepted.

This sale is for the purpose of closing the Estate of the above-named, and arrangements can be made for the renting of the present premises to the purchaser of the stock.

For further particulars apply to Messrs. Anderson & McMaster, Barristers, 225 Mavety Street, Toronto, or to

The Trusts and Guarantee Company Limited

43-45 King Street West - Toronto

Executor and Trustee of the Estate of Richard Palmer

ago established the Nursery Shoe Co. Previously he was a resident of Toronto.

J. Vise & Co., 350 Yonge street, Toronto, dealers in shoes, dry goods, etc., recently assigned to George A. Stephenson. The stock, amounting to \$16,344, was sold by auction this week.

G. H. Ansley and John Glossop, of the Perth Shoe Company, Perth, have recently been visiting the leather markets in Boston, etc.

Robert Hard, who has been for the past two years acting as manager and buyer of the men's, women's and children's shoes of the C. W. Sherwood Company, Regina, has accepted a position with J. F. Cairns, of Saskatoon, and has taken charge of their shoe department.

G. A. Helson representing C. Parsons & Son, leather merchants, Toronto, has returned from an extended business trip to the prairie provinces.

E. E. Donovan, of E. T. Wright & Co., St. Thomas, Ont., was in Montreal and Toronto last week on business.

The Canadian Consolidated Rubber Co. have produced something entirely new in the line of light comfortable shoes for farmers and outdoor workers, at their factory in St. Jerome, Que., which specializes on tennis goods. The upper of this work shoe is of heavy brown auto tire duck, while the sole is of special rubber, lock stitched by a new process. The shoe, which is a blucher, has a rubber cushion heel, a bellows tongue of duck, plain quarters, stitched tip, and extension heel seat. It is called the "Knu Shu."

M. J. Sheehy has been appointed superintendent of the Perth Shoe Co., Perth, Ont. He comes highly endorsed, having been connected with the manufacturing of women's welts for the past twenty years. He has been with the A. E. Little & Co., Lynn, superintendent of the Royal Blue (Selz Schwab & Co.) factory, the Commonwealth Shoe

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The publishers of the Shoe and Leather Journal reserve the
right to reject any matter furnished either for the advertising
or the reading columns.

factory, and others. Mr. Sheehy has entered upon his new duties at the Perth Shoe Co., who report that spring orders are coming in in larger quantities than ever.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Montreal, has returned from an extended trip to the various branches of the company, going as far as the Coast.

A new In-stock department has been opened at Regina, Sask., by E. T. Wright & Co., of St. Thomas, Ont., for the convenience of their western trade. The department is in charge of G. W. McFarland, who is a former resident of St. Catharines, and is now one of the most successful shoe men in the west. Twelve lines of the "Just Wright" shoe are carried in stock by Mr. McFarland, who employs five travelers and also represents the Williams Shoe, Limited, of Brampton, and the Nursery Shoe Co., of St. Thomas.

The Unique Shoe Co., of Toronto, who had some negotiations with the town council of Newmarket, Ont., in reference to establishing a factory there, have decided to remain in Toronto. The proposition of Newmarket, the management state, was not acceptable. The factory is very busy at the present time and has orders ahead that will keep it going several weeks. The Unique Shoe Co., of which J. W. Phillips is manager, has made fine progress since its establishment in Toronto less than two years ago.

Delbert McFarland, managing director of the McFarland Shoe Co., wholesale footwear, Calgary, has had a life-time experience in the line of shoes and findings. He reports that placing business has been very good, in fact, so far has exceeded his expectations. The new company will distribute in Alberta, Western Saskatchewan and Eastern British Columbia, and a full stock will be carried in a warehouse, for which arrangements have been made. Mr. McFarland was for many years connected with A. McKillop & Co., Calgary, latterly in the capacity of vice-president, and

his work was buyer and sales manager. He was also identified with the wholesale shoe trade in Winnipeg before going to Calgary. He is now on the road on behalf of his own firm.

Wallace Waller, who for eighteen years was on the staff of McLaren & Dallas, Toronto, and during the greater part of that time acted as city traveler, has entered upon his new duties in the shoe department of the Robert Simpson Co., Toronto, where he holds a responsible position. On Saturday last, previous to severing his connection with his old firm, the travelers and warehouse staff gave him a handsome mission rocker, upholstered in leather. The presentation was made in a neat speech by James Flynn, one of the western Ontario representatives of the firm. Mr. McLaren personally presented Mr. Waller with a solid gold watch in appreciation of his long and faithful services. A. A. Deverell has succeeded Mr. Waller as city traveler. He has had several years experience in the shoe business in Toronto, Port Arthur and Orillia, and is well equipped for his new duties.

The Blachford Shoe Manufacturing Co., Toronto, have doubled their floor space and installed considerable additional equipment which will greatly increase their output. This is remarkable progress since the firm has been established less than eighteen months, but already their goods are sold in every part of the Dominion. In the new extension are the general offices of the members of the firm and office staff, the cutting, fitting, treeing, packing and shipping departments, while the former space will be devoted to the lasting, making and finishing branches of the business. The capacity of the plant is now about five hundred pairs a day and the firm report a lively demand for gypsies, the stylish button boot, which is made in midnight blue, bronze, patent, oyster grey, glove kid and matt kid.

J. I. Frank Anthes has been appointed assistant to T. H. Rieder, vice-president and general manager of the Canadian Consolidated Rubber Co. Mr. Anthes is a Berlin boy. After having gone through the furniture manufacturing business, he became identified with the rubber business some years ago, at the factory of the Berlin Rubber Manufacturing Co., Limited. When the amalgamation of various footwear factories occurred, he joined the Merchants Rubber Factory, holding various positions from time to time, the final of which was the assistant managership. At the inception of the Dominion Tire Company he represented the owners during the construction of the factory from start to finish, and was appointed assistant manager, in which position he was most successful.

The gypsy button and lace boot continues to be in popular demand and the call from all quarters is large. Manufacturers cannot turn them out fast enough. They are seen in midnight blue, bronze, grey, dull and glazed kid, while the all-patent gypsy with white stitching is having considerable vogue. White stitching and white silk worked button holes are seen on a number of models, and in lace boots there are white eyelets. Some retailers think there will be a large number of requisitions for velvets, owing to the popularity of suits of this material for fall and winter costumes. The height of the shoes is from eight to ten inches and among the colors seen are midnight blue, brown, purple, wistaria, etc. The lace boots in velvet are cut somewhat higher than the button.

The U. S. M. Co., Toronto, have recently made the following installations of new machines in a number of factories. Snedcor & Hathaway, Tillsonburg, C. H. M. lasting machine; Valentine & Martin, Waterloo, Pluma skiving machine; Milton Shoe Co., Milton, Apex channeling machine; Oscar Rumpel, Berlin, Apex grinding machine; Bran-

don Shoe Co., Brantford, Pluma skiving machine; Regal Shoe Co., Toronto, Gem flexible insole machine; Murray Shoe Co., London, Rex pulling over machine; Kimmel Felt Co., Berlin, Ideal clicking machine; Aylmer Shoe Co., Aylmer, Goodyear universal rounding and channeling machine; Ideal Shoe Co., Elmira, Summit splitting machine; Solid Leather Shoe Co., Preston, C. H. M. lasting machine; Brandon Shoe Co., Brantford, Apex channeling machine and stitch down staple lasting machine; W. H. Thorne, 645 Dundas street east, London, skate grinding machine.

The annual meeting of the C. N. W. Shoe Co., Limited, London, Ont., was held on October 30th, in the company's offices, when the following officers were elected: E. S. Hunt, president and general manager; G. H. Nichol, vice-president; E. R. Dromgole, secretary-treasurer. These gentlemen along with C. H. Chute, London, and F. F. Hunt, Cleveland, Ohio, constitute the directors. Mr. Chute is the efficient superintendent of the factory. W. E. Wilson, formerly vice-president, has severed his active connection with the company.

The Canadian Footwear Company, Limited, with a capital stock of \$150,000 and located in Pointe-Aux-Trembles, Quebec, has begun operations. A large factory near the C. N. R. line has been erected and fitted up with the most modern machinery, and at least 12,000 pairs of shoes a week will be turned out. The president of the company is Alderman L. E. Gauthier, brother of the president of the Slater Shoe Co., Limited, and a man well qualified to preside over an industry of this kind. J. E. Charbonneau, Mayor of the town of Pointe-Aux-Trembles, is vice-president; Adolphe Lecours, is secretary-treasurer; Emile Larose, is director; Jean Royer, is superintendent. Auguste Martineau is the representative of the company at their Montreal office, 44 St. Antoine street. He has had an experience of 25 years in the selling of shoes. The following are the heads of the departments: Jean Labrecque, cutting; M. W. Patenaude, fitting; Jean Royer, making; J. B. Lachapelle, sole leather. All the shoe dealers of Montreal will be invited to visit the new industry in a few days, when special cars will be placed at their disposal.

Following an established custom, which is invariably carried out when the legal holidays of Canada and the States do not conflict, the staff of Messrs. Dillon & Moore, St. Catharines, Ont., were the guests of the firm in a two days motor outing trip through New York state over Thanksgiving Day. The party, consisting of Mr. James Dillon, his son Garnet, who handles the machine, and Messrs. A. G. Fluke, P. C. Miller and Clayton E. Browne of the staff. Leaving St. Kitts on Sunday morning they arrived at Brockport, where a visit was made to the plant of Moore-Shafer Shoe Co. Rochester was reached just before 5 p.m., the party making the Hotel Rochester their headquarters. The balance of the day was spent touring the parks of the Flower City, while on the holiday they inspected the establishments of the Sherwood Shoe Co. and Leach Shoe Co. About three hundred miles were covered during the run. This generosity on the part of any firm pays 1,000 per cent profit.

The Bowmanville, Ont., Statesman says:—Fred R. Foley, shoe retailer, appreciates matters educational and recently laid on our desk the following paragraph which is worth a dollar a line to young people who will read and heed the lesson it so practically imparts. Learn it off. Read it aloud in the home circle, in social gatherings of young folk, talk and write about it to friends: "The average educated man gets a salary of \$1,000 a year. Of course, very many receive much more and some less. He works forty years, making a total of \$40,000 in a lifetime. The average day laborer gets \$1.50 a day, 300 days in a year, or \$450 in a year. In forty years he earns \$18,000. The difference,

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Two cents a word. Minimum charge for an advertisement 50 cents
Cash must accompany all orders.

EXPERIENCED SHOE TRAVELER, residing in West, is open for line of shoes, especially men's, for Western Provinces. Salary or commission. All references and can start at once. Address, Box 2, Acton Publishing Company.

TRAVELER WANTED—For Ontario, to carry a side line much in demand. Apply, Post Office, Box 2663, Montreal.

\$22,000, equals the value of an education. To acquire this learning capacity requires 12 years at school of 180 days each, or 2,160 days. Dividing \$22,000, this value of an education, by 2,160, number of days required in getting it, we find that each day at school is worth a little more than \$10 to the pupil. Can't afford to keep them out, can we?"

Hallam's Weekly Market Report, Toronto, says: Wool is coming to market in small quantities, but there is no change of prices. Washed fleece wool as to quality, 40c. to 44c. per lb. Washed rejections (burry, cotted, chaffy, etc.), 33c. to 35c. Unwashed fleece wool as to quality, 30c. to 34c. Beefhides are steady and in fair supply. City butcher hides, green flat, 18c. per lb. Country hides, flat cured, 17c. to 18c. per lb.; part cured, 16c. to 16½c. per lb. Calfskins are in good supply and are being absorbed at unchanged prices. City skins green, flat, 15c. per lb. Country cured, 18c. to 19c. per lb.; part cured, 17c. to 18c. per lb., according to condition and take off. Deacons or bob calf, 75c. to \$1.10 each. Horsehides are unchanged and are in good supply. City take off, \$4.00 to \$4.50. Country take off, No. 1, \$3.75 to \$4.25; No. 2, \$2.25 to \$3.00. Sheepskins are quiet, the price depending to a great extent on the amount of wool on the skin. City lambskins and shearlings, \$1.00 to \$1.75. Country lambskins and shearlings, 65c. to \$1.40.

LEATHER TRADE IN GOOD SHAPE

Speaking of the condition of the sole leather market the manager of a leading Canadian firm remarked to the SHOE AND LEATHER JOURNAL: "Values are strengthening right along, and stocks are being steadily reduced. While the cost of all kinds of hides and tanning material has never been higher, this is further enhanced by the 7½% war duty which has been paid on all hides and tanning materials entering Canada, since the early part of the year, a fact which is generally, or at least too frequently, overlooked by the leather buyers, and especially so when comparing Canadian leather prices with those of the United States. Trade generally is improving and most of the shoe factories as fairly busy with Canadian trade, while those engaged on army orders are now doubly busy. The leather trade is at present better than it has been for some time past, as large quantities of leather are now again being exported, which trade had fallen off somewhat. Leather and shoes are good property to-day."

IT MAKES GOOD READING

Enclosed you will find one dollar for the "Shoe and Leather Journal," which we enjoy reading very much. It is right up-to-the-minute in news matter and illustrations.

Yours truly,

Renfrew, Ont.

GEORGE THACKER.



**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”
92 Beaudry St., MONTREAL

M. 5484



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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

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

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

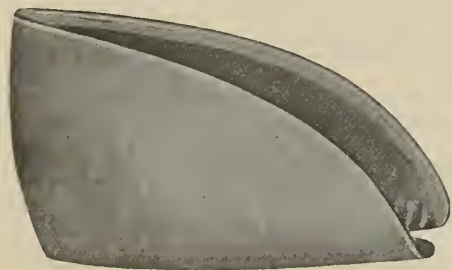
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Chrome Sides in black and colors, Box Sides, Gun Metal and Dull Sides

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OAK—“TRENT VALLEY”—Mellow, Non-acid. “Tests up.” Is reliable. In Bends, Backs, Sides, Bellies.

“LION”—Firm. Specially tanned for army purposes.

HEMLOCK — “PENETANG” and “EAGLE”

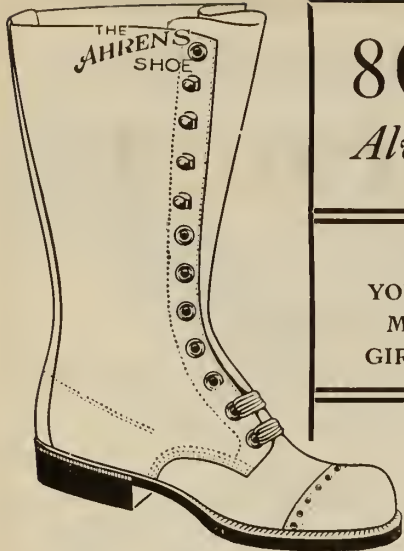
TAP SOLES—We stand behind every dozen.

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BERLIN - - - ONTARIO

Established Over Half a Century





80 DIFFERENT LINES

Always In Stock and Ready for Instant Shipment

MEN'S, BOYS',
YOUTHS', WOMEN'S,
MISSES', GENTS',
GIRLS', CHILDREN'S

Charles A.
AHRENS
Limited
BERLIN, ONT.
Manufacturers of
Solid Leather Shoes

McKAY,
McKAY WELT,
STANDARD SCREW,
RIVET

Infants' and Children's Stitch Down

Very brisk demand for our Special Line of Tackless Goods. Let us send you a trial order.

WRITE FOR
OUR
STOCK SHEETS
OF STAPLES



MADE IN CANADA

Dominion Calf

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited
NEWMARKET ONTARIO

“Buck” Horse!

A new color on a glove horsehide to imitate genuine buckskin. The advantages in favor of Horsehide gloves are: that they will dry out soft, hold their shape and the fingers will not “take up” or foreshorten after being wet.

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You Can Rely Upon the
QUALITY

United Shoe Machinery
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Beautiful Summer Shoes

The touch of refinement and distinction that the smartly dressed woman seeks in her footwear is strikingly apparent in the new Smardon models for Spring 1916.

Individuality and exclusiveness predominate throughout the entire line.

Sizes, 1 to 8. Widths, AA to E.

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THE SHOE & LEATHER JOURNAL

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T. H. RIEDER

Canadian Consolidated Rubber Co. Limited

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TORONTO MONTREAL

PERTH SHOE COMPANY

Limited

PERTH ONTARIO

Manufacturers of the



Goodyear Welt

Shoe for Women

The snappiest and most profitable
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AND ITS GETTING BETTER ALL THE TIME

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Men's Derby Colt Blu.

McCREADY SHOES FOR SPRING



No. 2834
Women's Derby Colt But., Cloth Top

—Have You Ordered Yet?

IF NOT—

you are overlooking the most up-to-date and best selling line in Canada.

When we say this we are not making an idle boast, but are able to back the statement by facts.

Is there another shoe organization in the Dominion behind which there stand three immense factories, each one specializing in the different branches of shoe-making?

McCREADY shoes have this advantage over every other Made-in-Canada shoe. Don't you think there is bound to be a difference?

There is—In the Spring range travelers are now showing, you will find your every demand answered. Style, tone, appearance, wearing qualities and price are only a few of the many qualities featured in the McCREADY line.

Therefore, it is to your great advantage to investigate the McCREADY Spring range—at once.

McCREADY SHOES

Quality First, Last and Always



Hang Out the "Regal" Sign And Leadership Is Sure

Only one dealer in each town is granted the right to sell REGAL SHOES and to enjoy the full force of the great Regal reputation.



The Regal franchise is the most valuable selling asset in Shoedom, not only because the reputation of the line is so firmly established, but also because of the styles and stock available.

35 LIVE STYLES ALWAYS IN STOCK

and ready for instant delivery to every Regal Shoe Store in Canada. In most cases the full order is shipped the day received.

"MADE IN CANADA"

If someone is not already holding the Regal franchise for your locality, write us for full particulars.

Regal Shoe Co., Limited

IN-STOCK DEPARTMENT

102 Atlantic Ave. - - Toronto

The First Snow

It will be here any day—if it does not come before these lines are printed.

Do you know what happens then? Every shoeman from coast to coast hastily goes over his rubber stock and finds, to his dismay, that he is short many lines. He *wires* the rubber factory or his jobber.

All the rubber factories in Canada, working overtime, will not be able to give each retailer *what* he wants *when* he wants it.

Be a *wise* retailer and sort up *NOW*.

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Congdon, Marsh, Limited	- - - - -	88 Princess St., Winnipeg, Man.
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The Miner Rubber Co., Limited	- - - - -	21 Notre Dame St., Quebec, Que.
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Frankly you cannot afford to overlook an investigation of its merits.

It is the only Shoe known that will give the foot perfect exercise, muscle development, good blood circulation, health and life.

It is the only Shoe known that gives perfect body weight balance, and is so constructed that it supplies a constant "Uplift" to the Shank, combining the advantages of an arch support, with the ease and comfort of a cushion.

Scientifically built on Anatomical Lasts.

Do not let it get by you.

J. & T. BELL, LIMITED
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Makers of High Grade Footwear
and

Sole Makers of the Dr. A. Reed Cushion Shoe
"The Easiest Shoe on Earth"

Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.

United Shoe Machinery Co. of Canada

122 Adelaide St. W.,
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MONTREAL
QUE.

492 St. Valier Street,
QUEBEC



WE have in our Montreal Office dummies showing Cloth, Velvet, Satin and Canvas Shoes and Pumps. May we show them to you or send them for your inspection?

We supply the shoe manufacturers only.
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We paste all fabrics up to yard wide.

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BUSIEST FACTORY
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NEVER TOO BUSY

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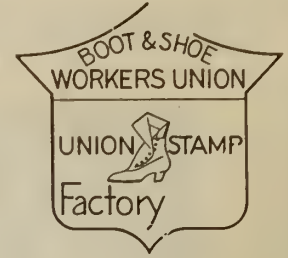
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Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

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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



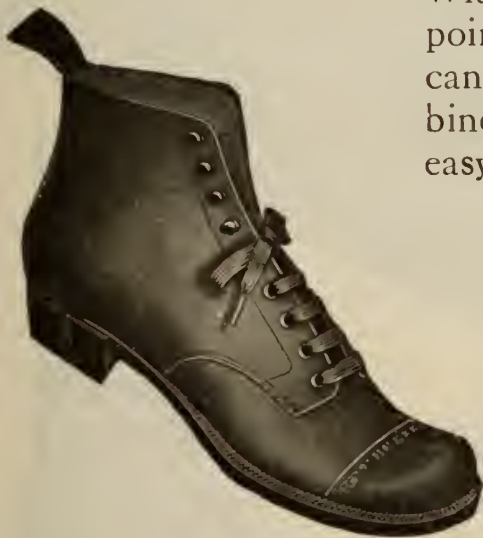
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ANTI-SEPTIC
SHOE
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NON
PERSPIRO

THE FAMOUS
TEBBUTT MAKES

THE
Professor

PAT. NO. 119409
GOLD CROSS
SHOE

Comfort Certainly Counts



With the average man, comfort in footwear is the point of paramount importance. And when you can show a line in which perfect comfort is combined with smartly correct style, the selling is easy. And that is what you can always do with

“DOCTORS” AND
“THE PROFESSOR”
SHOES FOR MEN

Both these well known makes have forged their way to a position of sure leadership by supreme efficiency in fit and comfort.

Their desirability from the standpoints of appearance, wear and value is equally well established.

*Order “Doctors” and “The Professor”
And Assure Successful Selling*



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

Supreme in Style and Quality



and therefore supremely successful as merchandise. This is the plain, unvarnished truth concerning

“Royal” and “Bull Dog” Outing Shoes

From the standpoint of construction you will find every style in the Independent range to be most perfectly conducive to good wear. And the materials used, as well as workmanship and finish, conform to the same high standard. In “Royal” and “Bull Dog” Outing Shoes you have a line that will not only sell quickly, at good profits, but that will also tend to enhance the good reputation of your store.



THE INDEPENDENT RUBBER CO., LTD.

MERRITTON - ONTARIO

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The Amherst Central Shoe Co., Limited	- Regina, Sask.	The J. Leckie Co., Limited,	- - - Vancouver, B.C.
A. W. Ault Co., Limited	- - - - - Ottawa, Ont.	The London Shoe Co., Limited	- - - London, Ont.
White Shoe Co.	- - - - - Toronto, Ont.	McLaren & Dallas	- - - - - Toronto, Ont.
James Robinson	- - - - -	- - - - -	- - - - - Montreal, Que.



The Just Wright
MADE IN MASS. SHOE

"Club" No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
1/8 Newark Heel. Sizes C 5 to 10 1/2, D 5 to 10 1/2.

Stock No. 208—Same in Nut Brown.

Be on the WRIGHT side

Sell shoes that have a soundly established reputation, and that are produced by a factory that can always give you quick service, on the wanted styles. In other words,

Sell the JUST WRIGHT Shoe

*"In Stock" Catalog
Mailed on Request.*

E. T. WRIGHT CO., INC.

St. Thomas, Ont.

Rockland, Mass



**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



“Murray-Made” and “Derby”

The Famous Shoes For Men

Make your 1916 selection for the men's department from the Murray range, and you will then be certain to get the styles and values that appeal most strongly to the better-class trade.

Our men's range consists of 125 lines, retailing from \$3.50 to \$6.00, including four brand new lasts in Goodyear Welts.

“London Lady”

The Women's Shoe of Quality

The styles included in our London Lady range are the last word in footwear fashions. Every last is neat and smart to an unusual degree and in respect of workmanship and finish leaves nothing to be desired.

We offer you a complete line of Women's Fine McKays to retail from \$2.50 upwards.



Make your 1916 selections from the magnificent range of samples shown by the Murray salesmen.

The Murray Shoe Co., Limited

London

Ontario

MONTREAL BRANCH

Read Building, St. Alexander and Jurors Streets

Which?

Which line of men's staples will most surely meet the needs of your customers, and prove the best all-round profit-maker? Judging by the experience of a great many shoe merchants, the answer rings out, strong and clear

The WILLIAMS SHOE of course!

The WILLIAMS SHOE is famous for its sound quality—nothing gets into it but the most flawless material, and every detail of make and finish is executed with painstaking care. Every shoe in the range fits comfortably and has a neat appearance as well as wearing qualities of unusual merit.

See The Big Spring Range

WILLIAMS SHOE, LIMITED
BRAMPTON :: ONTARIO

MADE IN CANADA

**Dominion
Calf**

FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited
NEWMARKET ONTARIO



We Specialize on
**GALLOON BINDINGS,
 TASSELS AND TRIMMINGS**

for Baby Shoes



Established
in

1900

Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
 Lincoln St., Boston, U.S.A. Everett

F. G. CLARKE, President
 C. E. CLARKE, Vice-President and Treasurer
 Established 1852

Manufacturers of
SHEEPSKINS
 Of all kinds

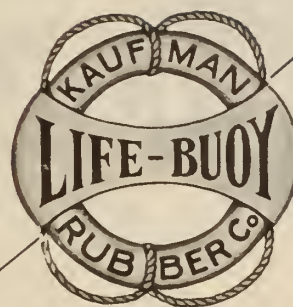
Our sheepskins have been the standard for quality and colors in Canada for over thirty years

Clarke & Clarke, Limited

General Offices & Works
 Christie Street, Toronto

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 63 Bay Street, Toronto

BRANCHES
 137 McGill Street, Montreal
 G. S. HUBBELL, Agent
 553 St. Valier Street, Quebec
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“Life-Buoy”

Superior Quality

Rubber Footwear

Don't wait for snow and slush to sort up.

It is the early bird that catches the worm.

The man who has a full stock will reap the benefit of his foresight.

See that you have “Life-Buoys” for the emergency.

The KAUFMAN RUBBER CO.

LIMITED

Head Office and Factory

BERLIN - ONTARIO

VANCOUVER	EDMONTON	SASKATOON
WINNIPEG	LONDON	TORONTO
OTTAWA	MONTREAL	QUEBEC
ST. JOHN	TRURO	CHARLOTTETOWN

Are you covered for TENNIS for Spring 1916. If not do not buy till you see the “Life-Buoy” line and get benefit of present prices.



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.



**This Winter
Whenever the Weather Makes
Your Stock of Rubber Footwear
Look Like This**



5	5½		6½	7			8½	9	9½		10½		11½	12
1		2	2½		3½	4			5½	6	6½			8

Remember that our
 “28 Service Branches Throughout Canada”
 are on the qui vive to promptly fill
 your sorting orders

WE PROVIDE “REAL” SERVICE



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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SEND FORTH THE GLAD WORD

BUSINESS is better. Everybody admits that things are not only improving, but actually going ahead. Look at this number of the SHOE AND LEATHER JOURNAL and you will have abundant evidence that the process of loosening is under way. By the way, hearken to these "Busy Hive" people and follow their example.

Said a manufacturer the other day, "We find it hard to get and keep unskilled help this fall. Last year we could get all the men we wanted for \$10 a week or less. To-day we are paying \$12 and do not know from day to day how long the men will stay. There is certainly going to be a shortage in the supply of common labor in this city this winter." The experience of this man is that of a number of others in the larger centres. With the large number of men who have enlisted and the activities of munition plants, equipment factories and the like, there will undoubtedly be less unemployment in the cities, at least during the coming winter.

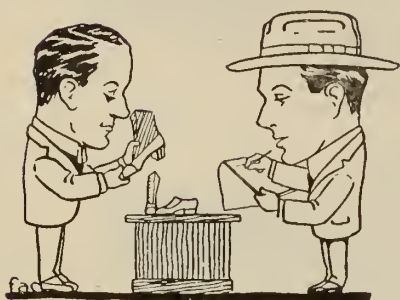
The city retailer has not profited to any great extent as yet, although there has been a noticeable increase in the demand for staple lines. The country dealer is, however, experiencing a welcome relief from the quietness that has been general on account of the extremely fine weather that has prevailed this autumn. Shoe dealers, especially, who see their bills for rubber footwear hastening to meet them, have been looking woefully at their shelves and longing for rain and slush. It has certainly not been an encouraging season thus far for footwear.

But perk up! Christmas is coming and with right handling stocks may be cleaned up fairly well and the turkey and plum pudding eaten in peace and satisfaction. Quit rubbing your stomach and get a "move" on. There are just six weeks until it will be all over and then it will not avail to hustle. Put your "best foot" foremost and "make" business. People this year will want to buy useful rather than ornamental or luxurious Christmas gifts. See to it that they are reminded of the suitability of your class of goods for this purpose. Thrust the idea under their nose at every turn—in your windows, in your advertisements and in your circulars or letters. It is not too soon to begin, especially with the letters. GO TO IT!

RIGHT BUYING FOR SMALL SHOE MERCHANT

Often More Difficult Problem Than for the Larger Establishment—Facilities for Working Off Unsalable Lines Not as Good in Small Shop and Mistakes Prove More Costly Than in Big Stores—Know Your Stock and Consult With Your Clerks

By W. J. ARCHER



The man who is going into the retail shoe business in a small way, or who is already in it on a modest scale, and thinks the buying end is a "cinch" to handle, is laboring under a mistaken idea. Buying for a small store calls for keen judgment and

business ability as surely as it does in a big business. An assertion of a wholesale shoe man to the writer on this particular question may come as a rude jolt to the buyer for a big house who is sometimes inclined to look with contempt on the smaller buyer, and also as an awakening to the smaller fellow who has an idea that buying is a matter for little concern.

"I believe," he said "that to be a successful buyer for a small store calls for the exercise of more study and thought and keener judgment than is required for a big concern. I don't mean that because a man has made a success of a small store that he is competent to 'manage' a large establishment, but in so far as buying is concerned he has to be just as keen a business man and give just as much thought and study to his work as the manager of the more pretentious emporium."

Brains and Good Judgment Needed

While there may be some shoemen who will not agree exactly with this opinion, nevertheless it is true that brains and keen judgment are essential to successful buying for a small store. A recent case goes to prove the fact. The successful purchaser for a big store in one of our Canadian cities went into business for himself in a smaller way and failed in a short time. His buying has been held responsible. In the big store he could take a chance and get away with it, while in a smaller shop he would get tripped up. The fact of the matter is that in a big enterprise a bad "buy" once in a while may have no serious effects, but in a smaller store, the same mistakes may in a short time prove disastrous. In a big business a bad "buy" casts a miniature shadow because of the very size of the undertaking, but a similarly bad buy—even in ratio to the total size of the store—sticks out like a sore thumb in a small concern.

Facilities for Working Off Stock

Then, again, the larger store has better facilities for working off stock that has not proved as saleable as expected when purchased. A man acquainted with the shoe trade, or a close observer, will detect even in the advertisements of many big shoe stores in our cities, efforts to work off unprofitable purchases, and it is generally found that they do eliminate them with comparative ease as compared with the attempts of smaller firms to break even on bad purchases. Thus is emphasized the need of close attention to buying by the smaller man who desires to be able to compete with his larger competitors.

Close attention to details is necessary by the small buyer. For instance, toward the end of the season, when he

goes back to make further purchases to put him through, he must have an accurate knowledge of the condition of his stock or he is liable to overbuy and take all the cream off the season's profits.

Must Be Good Stock Keeper

The small dealer must be a particularly good stock-keeper in order to make a success of buying, because he cannot carry a large stock of any one line and must accordingly keep such close tab on stock that he will not run out of any size in any of the staple lines. The writer knows of one footwear retailer who does a big business on a stock so small that his fellow merchants cannot understand it. He rarely misses a sale for lack of a size either. He keeps a record of all sizes in staple lines which he sells and is thus able to place his orders with much greater intelligence than his competitors who operate on the hit-or-miss basis as far as sizes are concerned. He makes it a practice to go over his stock at frequent intervals to get a tab on its condition. His policy is to order frequently and not so much at a time. Thus he is able to keep his stock down to a minimum and also to fight shy of odd lines that have to be cleared out at a sacrifice.

Consult With Your Clerks

The very fact that it requires extremely good judgment to buy properly for a small store is good reason why the proprietor of the small store should not always rely entirely on his own judgment in making purchases. It is a good idea to consult clerks regarding selections. Many dealers find it a good policy to have a feminine member of their family assist in the purchase of women's and children's shoes. The writer used to find it extremely helpful to have his sister assist him in purchasing. She could generally gauge what styles would "catch on" with the young women and what ones would not. Frequently her judgment saved a good deal of money for the store.

The shoe clerk who has been connected with the store for any length of time is generally in a position to give advice regarding what is likely to "take" with customers. In fact, because of his constant contact with customers the clerk is sometimes in a better position than the proprietor to judge what should be bought. Asking the advice of your assistant in buying also serves to stimulate his ambition by making him feel that he is an important cog in the business machine.

Wave that May Swamp Ship

To get back to my original subject—the importance of the buying in the small shoe store—there is certainly great need of the small man realizing that it is by no means an easy job. To regard it in the light of an unimportant proposition is to be inclined to give it less attention than it deserves, and to court eventual disaster. Bad buying is a wave that is liable to swamp the small business ship more easily than the larger one unless the man at the helm knows his business and uses good judgment.

Harry Pepper, formerly with Underhills, Limited, Aurora, Ont., has secured premises at 714 Ossington avenue, Toronto, and has begun the manufacture of children's, boys' and girl's shoes.

KEEPING STOCK DOWN TO PROFITABLE BASIS

The Most Prevalent Weakness Among Shoe Buyers is the Tendency to Purchase Too Many Styles and Not Enough Sizes—Good Man Will Size Up His Stock—Confining the Investment to a Limited Amount—Avoiding Dangers in Pathway of Success

It is stated on good authority that more failures can be attributed to poorly managed shoe stocks than to any other source, having reference particularly to merchants in small towns who handle shoes in connection with other lines of merchandise, although many failures are by no means confined to this class. A good many exclusive shoe stores in cities have failed for the same reason, says the "Shoe Retailer."

An analysis of the average failure discloses the fact that the shoe stock has grown until the investment is out of all proportion to the volume of business done. The capital thus finally consumed leaves the merchant without funds to meet his obligations and he is forced into bankruptcy.

Process Which Leads to Bankruptcy

The process which leads to this end is the adding of new stock each season in excess of the amount justified by the volume of sales and allowing the leftover stock and odds and ends to accumulate and age until they are so completely out-of-date and depreciated in value that as an asset they are practically worthless.

Many merchants start in business by buying and keeping track of their stock with extreme caution, being compelled to do so by limited capital, but seem to abandon this idea after their business is well established; some even grow careless and reckless in this regard. These elements are so vital to business success that one cannot hope to get on prosperously unless they adopt and maintain extreme caution as a fixed principle.

It is absolutely necessary to confine the investment to a limited amount. This must be determined by the volume of business done and can be increased as business grows.

The capital should be turned at least three times a year to make the investment pay—hence a \$5,000 capital should be sufficient to do an annual business of \$15,000.

Keeping the stock within the required limit seems to

be an almost impossible task for many merchants, yet by some very easily accomplished. In this connection, the moss-covered adage, "An ounce of prevention is worth a pound of cure," can be appropriately applied. It is unquestionably easier to prevent an accumulation of old stock than to dispose of it, and the best preventative is judicious buying.

Most Prevalent Weakness Among Buyers

The most prevalent weakness among shoe buyers in general is the tendency to buy too many styles and not enough sizes, and it is carried to extremes by merchants in small towns, who above all others should avoid such a policy.

It is not unusual for merchants to buy, season after season, 20 or 30 dozen shoes of a certain kind, confining themselves to 12 pairs of a kind. Indeed, they buy all their shoes in this manner. The habit of buying 12 pair lots is a common and serious mistake, particularly when buying staples. A respectable run of sizes cannot be secured in such a small number unless the range is very limited, and when a few pairs are sold the sizes are broken and what remains are practically odds and ends.

This type of merchant usually buys from memory. That is, he places his order without taking into consideration styles and sizes in stock, except as he carries them in his mind. When the salesman comes along the dealer will select a number of styles and buy one dozen in size range of 2½ to 6, one dozen 3 to 7, and so on, until he runs his order up to his usual season's purchase. No attempt is made to duplicate or size up on the good selling numbers, not even specifying sizes.

A merchant cannot hope to keep his stock down when buying in this manner and it is impossible for him to prevent old stock accumulating.

A good buyer will size up his stock. Numbers that have proven good sellers, if staple styles, will be recorded, only such sizes being bought as the stock on hand requires.



THE INVITING FRONT AND ATTRACTIVELY DECORATED WINDOWS OF J. T. LAWSON, SHOE RETAILER, REGINA, SASK.

Each department of the stock should be gone over separately and carefully and as many styles as possible sized up, only enough new styles being added to tone up the line and keep up-to-date.

The number of styles carried should be confined to as few as the volume of business will permit, and the amount of goods the business requires can be secured by buying more of each.

There are two especially important advantages in this: First, reducing the possibility of odds and ends, and, second, providing a means of turning the capital oftener. The former advantage is too obvious to require further comment; the latter may not be so apparent.

Use System and Judgment in Buying

Every merchant knows that the money he makes out of his investment depends not so much on the percentage of profit of each sale, as on the number of times he can turn his capital. Hence, if he buys a sufficient number of one style, he can divide them into two or more shipments, say, for instance, one lot to come September 1, another September 15 or October 1, dividing shipments and dates as his judgment dictates. By this method it can be seen that the cash realized on the sale of the first shipments can be used to pay for those coming later.

As a general rule it would be better policy to buy 36 pairs of a kind and divide them into two or even three delivery dates than to buy 12 pairs each of three distinct styles.

When the stock is so managed that the least possible number of odds and ends will be left on hand at the end of the season, an important step has been taken in eliminating the difficulty. There will be plenty at best, but it is absolutely essential to prevent this accumulation from season to season.

It is an excellent idea to keep odds and ends in a section by themselves. If this is done the stock is not so apt to be overlooked. Employees should be impressed with the necessity of selling them. It is quite natural for salespeople to sell fresh stock first as it is less trouble. Employees themselves fall into the same habit. This is, indeed, foolish and must be avoided.

During the selling season is the best time to work off old stock, and not when most people are through buying. Many merchants, who are successful in keeping their stock clean, have adopted such a plan. When customers come in who want cheap shoes they are fitted, when possible, in odd pairs of better quality than they expected to purchase, and the price made to suit their pocketbooks. There is really no better plan than this imaginable for the merchant in a small town.

Common Piece of Bad Business

A very common piece of bad business is allowing shoes to become shopworn and the cartons to become faded and dirty. Shoes should be handled carefully and made to retain their newness. A button shoe should never be put back into the box without hooking enough buttons to hold the top in shape. Each pair should be packed with tissue paper. Customers very naturally think they are being shown old stock if shoes are taken from faded cartons, or appear shopworn from careless handling.

When cartons become discolored, they should be replaced by new ones, or fresh labels pasted on. Manufacturers will furnish extra labels at small cost and it is well worth the trouble and expense it entails.

It is surprising that more merchants do not adopt the "P.M." system. It is much wiser to give a salesman 10, 15 or 25 cents for selling a pair of shoes at the regular price than not to sell them at all; or to be forced to dispose of them at a greatly reduced price after they have depreciated in value. A clerk will not forget to show goods the sale of which will earn him extra money, and if some merchants

who never think of reducing the price of shoes until they are four or five years old, would loosen up and give the "P.M." system a trial, they would no doubt have much less moss-covered stock and be better off financially.

KEEPING FROST OFF WINDOWS

At this time of year there is apt to be a good deal of trouble about the windows frosting up, especially in the colder localities. A window covered on the inside with frost has the same effect as a window with the curtain down, as far as its advertising value is concerned. A strenuous effort should be made to keep the glass clear. Ventilation will usually get rid of the frosting if the window is enclosed. Bore holes through the bottom of the sash to let the cold air come in and through the top of the window enclosure to let the warm air out. This will have the effect of keeping the air next the glass inside more nearly the temperature of that outside, and there will be little or no precipitation of moisture. Sometimes steam pipes are run around the glass to keep it warm enough to dry off the moisture. This requires, however, a great deal of heat in very cold weather. Rubbing the glass with a cloth saturated with alcohol or denatured alcohol will sometimes keep the moisture off for a while, but the operation has to be repeated quite frequently, and of course it does not afford a means of getting rid of the frost that is likely to cover the windows during the night. One dealer has found it successful in the case of not very large enclosed windows to fill a couple of jardinières with unslaked lime, putting artificial plants in them to make their presence less conspicuous. This lime absorbs the moisture from the air and leaves none to form upon the window glass.

BUYERS LIKE NOVELTY BUSINESS

Some of the heaviest buyers of Rochester and Western New York made shoes have certainly contributed most interesting and valuable reviews concerning the retail shoe business and its recent developments along a novelty basis. One thing is practically assured, and that is that the large and enterprising merchants will not again be contented to return to the old way of conducting their business. The novelties are responsible for many extra sales and the better profits are without question most alluring.

It is of especial interest to note that shoe buyers are enthusiastic over the new method of putting orders for novelties through the shoe factories on a short time schedule. This plan, originated in one city two seasons ago, is being successfully conducted by several enterprising manufacturers. There are varying opinions as to stock departments, although those that fill orders in reasonably short time are heartily endorsed by leading merchants.

There is still a great deal of talk regarding the gypsy boot. Some dealers think the gypsy has seen its day, while others say that the demand is greater than manufacturers can meet and that the call for it will continue throughout the winter and up to next Easter. It is a fact that many factories are just as busy as ever filling orders for gypsy novelties. In some stores, which had these styles early in the season, the regular customers may be sold up, but it must be remembered that hundreds of shoe stores are just waking up to the value of the gypsy boot as a style and long-profit proposition.

Velvet boots are endorsed by some dealers, who believe they will sell all winter. Others hold directly contrary views and warn their brethren against them. The leading factories, however, report daily increasing interest in velvet, which they attribute to the popularity of velvet in coats and gowns.

Lace boots are increasing in sale. A southern merchant states that they lead the button boot in novelty styles. This has been conceded, however, for some time.—The Shoe Retailer.

WHY SOME MERCHANTS FAIL IN BUSINESS

The Man Who Cannot Make His Payments So as to Secure Cash Discounts is Not in a Healthy Condition—Man Should be Trained Regarding Values, How to Buy, How to Sell and Also as to the Management of a Store

"Why Some Merchants Fail" is an interesting subject on which a leading statesman and business man once wrote. His truths are so striking, his argument so convincing and his facts so pointed that every word is worthy of careful perusal.



—the sheriff closed up Smith, Jones now has his trade—

"I think it important to notice particularly the credit department, which is certainly one of the most important and, possibly, one of the most difficult to manage in connection with any large business. To manage it correctly requires not only great experience, but rare talent and ability. The head

of it should be a man of affairs, clear headed, a 'mind reader,' a judge of human nature, able to fathom anyone who applies to him for credit without being offensive in manner or method. He must not only pass judgment on the man, but on his environments, the population of his town and the general resources of the section in which the man or firm transacts business.

"It is a pertinent question to ask, What is the cause of so many failures among the commercial classes? Is it through inadequate dishonesty, or is it the 'greed of gold' and the 'gold of greed' that prompt men to fail and compromise their just and lawful indebtedness? I think not. After years of careful study of this subject, I think the cause of failures may be properly classified as follows:

Six-tenths ensue from inexperience, extravagance and negligence.

Two-tenths from natural dishonesty.

One-tenth from speculation.

One-tenth the unfortunate man.

In regard to the first class there is not sufficient attention given to the training of men for mercantile life.

Spend Years Making Ready

"Every young man intending to follow mercantile pursuits ought to spend some years in preparation in a methodically conducted establishment. If he enters at haphazard he becomes a haphazard merchant. He should be trained as to values, how to buy and how to sell, and also as to management, from the picking up of the string from the floor to the banking of his cash. It is a mistake for the merchant, the professional man or the farmer to rent a store, furnish limited capital and start 'the boy' in business without his having had any training or having had any knowledge of the quicksands, shoals and rocks of the sea on which he is about to launch his craft.

"Every merchant, wholesale and retail, should inscribe as a motto on his ledgers the old proverb—'Long sickness is sure death.' In these days of sharp competition, when a merchant cannot make his payments so as to secure cash discounts, the sooner he goes into liquidation the better it will be for himself and all concerned.

Falling Among the Thieves

"In regard to the second class, the dishonest. After all light and the good influence of the present day, the thief still 'lives and moves and has his being.' He is confined to no particular class or nationality. He deliberately plans to build up his credit, and when all is ripe the preference or

relative, with judgment or chattel mortgage, comes in and sweeps everything. Then comes the offer of twenty-five or thirty-three per cent. in settlement. Against this class there is no protection. I presume there is hardly a merchant in the land who has not taken the journey from Jerusalem to Jericho, and like the 'certain man' has fallen among thieves who have stripped him of his raiment.

"Concerning the third class, the speculative. There is no more dangerous risk for the merchant than to go 'long' or 'short' on cotton, wool, corn, pork or stock of any kind. In fact, it is purely a game of chance, on the basis, generally, of 'heads I win, tails you lose.'

"As to the fourth class, the unfortunate man. He comes in with his offer of thirty-three and one-third or possibly fifty per cent. He states his tale of woe, and of course he is never to blame. He was induced, perhaps, to go security for neighbor B. He didn't intend to do it, but—there comes in the 'but.' I never hear or see this word 'but' without being reminded of an incident of early days.

Too Many "Buts" in Business

"One of my fellow clerks had a 'sweetheart' with whom he corresponded. One day he came into the office with a long four-page letter in his hand and, calling me by name, said: 'Is it right to have "buts" in your letters? Why, sir, I have the darndest lot of "buts" in my letters that you ever saw.'" So with the bankrupt merchant; he has many 'buts,' but he is not to blame.

"As to the negligent class, one of the best men whom I ever knew, and who was in business for himself, called upon me one day to get me to accompany him to the noonday



F. A. MESERVEY, SALES MANAGER FOR BLACHFORD, DAVIES & CO., WHOLESALE SHOES, TORONTO, AT HIS DESK

prayer meeting at which he was a regular attendant. In answer to his solicitation I said: 'No, sir. Twelve to one o'clock is not my time to pray; it is my time to watch.' A few years afterwards he was doing business as an agent. He had overlooked the divine injunction, 'Be diligent in business.'"

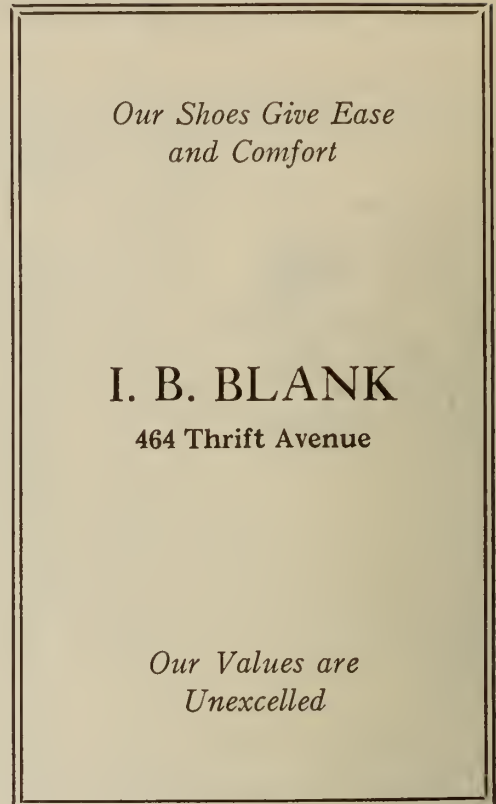
William Whittendale, an employe of the Muskoka Leather Co., at Bracebridge, Ont., met with a painful accident recently. He was carrying a pail of sulphuric acid when he slipped. The liquid was spilled over his face, side and back and he will be laid up for some time.

Suggestion for a Christmas Folder



THE FRONT COVER (Reduced)

HERE is outlined the form of a folder to be mailed by shoe merchants to their regular customers or prospective ones. The size is about 5½ by 7 inches, folding 5½ by 3½ inches to fit an ordinary size envelope. On the front appears the title of the little folder, "Christmas Shopping Made Easy," and on the back the retailer's name and address. Decorations are optional, and, if preferred, should be very small.



THE BACK COVER (Reduced)

YOUR Christmas gift perplexities will be solved by seeing our splendid range of shoes.

We have very comfortable orthopedic boots for the youngsters, roomy slippers for grandpa, smart pair of overshoes for father, snappy pumps for sister, hockey boots for brother, and the newest presentations in "Gypsies" for mother.

Our gift department will do much to relieve you of the cares and inconvenience which ordinarily confront you in the selection of Christmas presents for your relatives and friends.

LOOK OVER THIS LIST IT WILL HELP YOU REACH A DECISION

Satin Slippers	Carriage Boots
Bronze Kid Slippers	Tennis Shoes
Gold Slippers	Football Boots
Slippers in Oyster Grey	Polishing Outfits
Slippers in Wistaria and Midnight Blue	Warm Wanigans
Sterling Silver Buckles	Shoe Trees
Cameo Ornaments	Rubber Heels
Hockey Boots	Rubber Soles
Hockey Skates	Heel Pads
Everett Slippers	Arch Supports
Opera Slippers	Cushion Insoles
Pullman Slippers	Soft Sole Bootees
Romeo Slippers	Shoe Horns
Fur Trimmed Juliets	Warm Overshoes
Boudoir Slippers	Rubber Footwear
Buckskin Moccasins	Bathroom Slippers
Fancy Button Hooks	Silk Laces
Over Gaiters	Canvas Trunks
Children's Leggings	Leather Bound Trunks
Ankle Protectors	Fitted Suit Cases
	Fitted Club Bags

The useful present is always the most welcome

HOW DO YOU TREAT YOUR COMPETITOR?

How do you treat your competitor? Do you look upon him as a friendly, honest and trustworthy person, or do you regard him with suspicion, derision and contempt? So often do we condemn in others that of which we are flagrantly guilty ourselves. It is amusing to hear a man telling how mean others have used him, particularly his own customers, and yet, when it comes to extending the little courtesies that usually are granted between members of the trade, in a matter of occasionally exchanging sizes and widths, helping another fellow out with sorting, etc., it is an altogether different tale.

"Yes," declared a leading suburban merchant, "when I do not have what I want in stock, and wish to get a certain shoe to oblige a customer, if I go to another shop I pay my brother shoeman right there and then; should I send for the goods the money goes by the same messenger. It is usual for one shoeman to oblige another in this manner, and allow him ten or fifteen per cent. off, or, in other words, to split the profits. I have observed this attitude toward my competitors for several years, but you can imagine my surprise to find out how mean two of them have used me. Why, the other day a shoeman up north sent down for a pair of ladies bronze kid Gypsy button shoes. He wanted to know if I had a pair of $4\frac{1}{2}$ E width, and I told him yes—several. He despatched a messenger for them, and asked the figures. I told him what I would let him have them for. He did not send the money, and I had to call that fellow up thrice by phone and pay two personal calls before I got my money. And even then he was fifteen cents shy, telling me he would give me this amount at another time.

"Another piece of nerve on the part of a rival dealer was when he could not fit a girl with a pair of tennis shoes No. 1 $\frac{1}{2}$. He phoned, telling me the price at which he sold the shoes, stating that he would send the girl down to me; that she had paid him the money, to let her have the footwear and he would give me the cost price within a couple of days. I told him that that was all very fine. He was to collect the cash and pocket the profit, and I could do the serving and get nothing for it but the cost. If I had made such a proposal to that dealer, he would have been angry enough to consign me to a place warmer than South Africa.

"The other day a shoeman, who knows that my stock is right up-to-date, sent around and got two pairs of shoes—one was a patent button, the other a dark blue kid bal. One I retailed at \$5.00 and the other at \$6.00. These shoes went out of the shop. One pair came back the next day, and the messenger boy reported that his boss had sold the other pair. I inquired, 'Did he send you with the money—\$5.25 for the pair he sold at \$6.00?' And the lad said, 'no.' I rang up this man several times and he finally consented, in a rather reluctant manner, to hand over the cash.

"Now, I like to be obliging—I like to work on friendly terms with other men in the trade. It is pleasant and mutually advantageous to exchange little courtesies and attentions, because I often have something which the other man has not and wants quickly, and the other fellow has some lines by which he can oblige me. You know how this works out in your intercourse with your neighbors. When you are on friendly terms with them, life is more agreeable and surroundings more congenial than when you have no truck or trade with those next door. It is the same in business, but I do not like to see all the kindness and accommodation on the one side. Some people want everything in this world, accept it as a matter of course and give or yield little in return. They do not appear to possess the power of 'seeing themselves as others see them.'

"Now, I am not a pessimist. I like to believe in the best and the truest in human nature, but upon my word, I have had my faith and confidence badly shaken by the discourtesy and dilatory tactics adopted by some of my opponents—men who should know better and who would do better

if they only stopped to think. If their customers used them half as shabbily as they use their fellow business man, they would not have one good word to say for them.

"Now, having got this little complaint off my chest, I feel better, and I hope those shoemen who may have an opportunity of seeing this, will adopt a right-about-face movement and more heartily co-operate in the future in the matter of exchanges, remittances, deliveries and prompt returns. These little observations and considerations go a mighty long way toward making the business pathway of life pleasant and cheerful."

THE FIRST SHOE CARTON IN CANADA

This is a picture of the first carton ever used in a shoe store in Canada. It was in the establishment of E. H. Gullledge, Oakville, Ont., over thirty-five years ago that the then innovation of placing shoes in individual boxes was introduced by the proprietor. The main street of the town was very sandy, and on a windy day the fine particles would blow in the shop, covering the footwear on the open shelves. The next day it was a long and tedious task to rub the dust off each pair of shoes. A hurricane struck the village, and the sandstorm was worse than usual. Mr. Gullledge worked until after midnight cleaning his stock. It was then that a bright idea struck him. He thought he could make small



FIRST SHOE CARTON IN CANADA

boxes and put the shoes in them. His wife told him he had better give up such dreams and come to bed. The next morning, however, he took a pair of men's staple shoes, No. 10, from the shelf and laid them side by side. He measured the length, breadth and width and concluded he could get boxes to hold every pair in his shop. He sent over to a box manufacturer to find out the cost for the ends, bottoms and sides of 1,200 boxes. Mr. Gullledge was to put the parts together himself. After the wooden parts were arranged for Mr. Gullledge took a sample to a Toronto paper box manufacturer and asked him what it would cost to furnish paper for the outside and to make cardboard covers. The color selected was blue. The various board and paper parts were shipped in due time to Mr. Gullledge and he and an assistant set to work and completed the cartons. While naturally a little heavier and bulkier than the light, airy pasteboard receptacles of to-day, yet they have stood the test and given admirable service. Sixteen years ago Mr. Gullledge was burnt out and many of the boxes were ruined by smoke and water. It was then necessary to repaper them and a dark red color was used. In the lower left hand corner is a frame of cardboard with a ticket giving the stock number, style, size, width, etc. Mr. Gullledge takes pardonable pride in the fact that he was the first man to introduce the universal carton system in Canada. The measurement of the cartons is 13 inches in length, $6\frac{1}{2}$ wide and 5 inches deep. The wooden sides are three-eighths of an inch thick and the ends half an inch.

Silk and Cotton Bows and Metal Ornaments

manufactured in Montreal by me, at prices which are interesting. Samples submitted on demand.



5¼c. to 7¾c. per pair.

Columbia Fiber Counters

Every pair is guaranteed. These counters are made in every shape and mould.

Gowdy Felt Box Toes

They never leak, and are always clean. They can be used in colored shoes without staining.

Metal Shoe Hooks

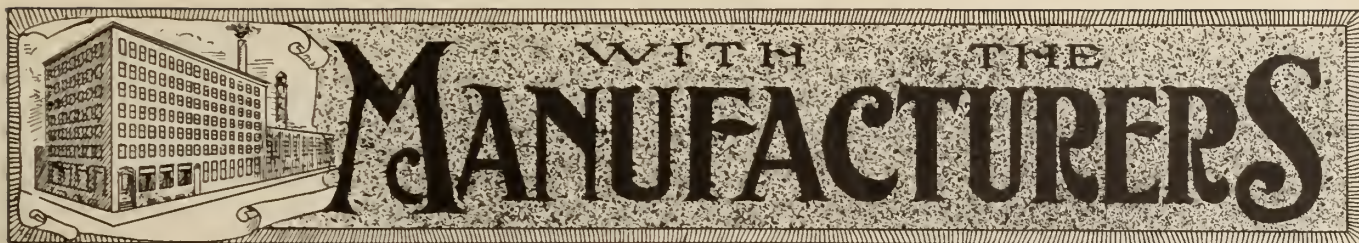
In all shapes and sizes. Can save you about 25 per cent. on this article.

Shoe Buttons

In all shapes and sizes; in all colors carried in stock ready to ship.

G. J. TRUDEAU

365 Ontario St. East, MONTREAL



SOLID LEATHER HEELS FROM SCRAP

A Montreal concern whose name can be secured from the editor is making for the first time in Canada solid leather heels from scrap leather. These heels are made by what is known as the log heeling process. Scraps of first-class leather are died to standard shapes and are set into a mould by an operator on an upper floor. In the mould they are cemented by glue and as they are inserted they descend by an open pipe to the floor below solidifying as they dry on the way down. The result is that by the time they reach the work bench on the lower floor there is a stick of solid leather heeling two or three yards long. This is cut up as orders demand. The particular benefit of this solid leather heeling, which has no nails, lies in the reduction in price which is at least 30 to 40 per cent., as against the cost of such heels when they are made from the same quality of leather other than scraps.

ONE DIFFICULTY AFTER ANOTHER

Now that the problem of running their factories full time has been met and overcome by the manufacturers of this section, the question arises as to the prices they have got to pay for the cheaper grades of leather. No sooner are they out of one hole than slump they go into another, till the man who thinks shoemaking is one golden dream has got another think coming. One large buyer spent the entire week among the tanneries trying to arrange for a large delivery of cheap heavy leather, as he had samples made from it, and orders were coming in quite fast, but to his dismay he could get but a few dozen per week promised, and if there are any more who have sampled this particular stock the supply will not equal the demand by a large per cent. It makes it very hard for the man at the head of a large factory when he cannot get the desired grade of stock, and now that shoe buyers are more particular than ever to have goods up to sample in weight and quality, it takes some thinking to plan the output of a factory. The good old days when leather could be bought and delivered in carload lots seem to have passed for the present at least, and according to good authority from the tanning industry, they are not liable to return. This is no idle dream, but a serious fact, and the conservative buyers are realizing it every day.—Shoe Topics.

THE CRIMPING OF SHOES

Some of the new styles in women's footwear must be crimped to make them look well. This is particularly true of the new button pumps, and like styles, that must fit over the ankle as smoothly as a glove on the hand. A good many other kinds of shoes, such as heavy boots for workmen, Congress shoes, and some slippers, have to be crimped. Some of the leading producers of fine stylish shoes crimp all their vamps.

There is so much to be said in favor of crimping. It shapes the vamps so that they will fit the lasts nicely. That does away with the need of lasters tugging and pulling at the leather to draw it down to the last smoothly. Consequently it lessens the number of cripples in the lasting room.

Crimping costs, of course. If a manufacturer does it himself, he must buy a machine and hire a man to run it. If he has not enough use for the machine to warrant the

buying of it, then he can have his shoes crimped in a contract shop.

It looks as if there would be a considerable increase in the crimping of shoes the next few years, because people are insisting on shoes that fit snugly and smoothly.

NEW IDEA IN HEEL MAKING

A new idea is seen in one of the large heel making plants. This is called a heel press, and the new and big feature about it is that the girl who pastes and builds the heel, places each heel in the press as she finishes it. Heretofore, the heel builders had to carry the heels to another part of the room where they could be put under the flat press, which was an entire operation of itself. Now the pressing and building is one operation and the cost is the same as was the case when the building alone was done.

Under this new arrangement each girl has a revolving press of her own with six shelves to hold the heels. As each shelf is filled, it revolves so that when the whole press is full, the heels are not only pressed, but they are fairly dry. By turning a lever, each shelf of pasted heels is put under full pressure.

It is claimed in the heel plant that the new system not only saves labor, but does a better job. There are 28 or more already in operation, in the heel room, and more are to be put in. Heels that come out of the press ten minutes after being made, or after being pasted, are ready for the making room of the shoe factory. There is no dry room needed under this system, and there is none in this factory, where the output is 100,000 pairs of heels, or better, every week.

BECOMES PARTNER IN THE FIRM

W. Hebert has become a partner in the firm of Gagnon, Lachapelle & Hebert, manufacturers of women's McKays



WILFRID HEBERT, MONTREAL

exclusively, Kent street, Montreal. Mr. Hebert, who will look after the financial and selling departments, up to the time of his new connection, was chief accountant for Aird &

Son, with whom he was identified during the past ten years. He is one of the most progressive of the younger generation of Montreal shoemen and in his new position should be a decided acquisition to the firm which has been making splendid progress in the past eight years.

NEW FACTORY IS UNDER WAY

The Lady Belle Shoe Co., Limited, of Berlin, Ont., who recently obtained a charter, have started work on their new factory on Breithaupt street in that city. A. A. Armbrust and Alex. Inrig are the principal men in the new concern which is capitalized at \$50,000. The factory will be



ALEX. INRIG



A. A. ARMBRUST

45 x 100 feet, two storeys high with basement, and it is expected that it will be completed within two months.

IS TAN RUSSIA CALF RETURNING?

A leading exchange says that its news correspondents in the large cities in different sections of the country have chronicled in their letters recently that tan calf is showing signs of life in women's shoes for ordinary street wear, as distinguished from colored calf shoes for tramping or stormy winter wear. Reports are heard that traveling salesmen who started on their regular semi-annual selling trips with no tan calf samples in their trunks, have wired their factories for their tan calf samples.

In New York city it is noticeable that some of the high-grade stores and shoe departments are featuring tan calf boots. In some instances the boot has a tan calf vamp and a tan kid top of a different shade than the color of the vamp.

Upper leather dealers in the Boston market say that they have had more requests for tan calf for women's shoes than for several seasons past. This demand, they add, leads them to believe that they may develop a wide call for this color of upper stock.

If a large demand does arise, tanners of upper leather will be up against a hard proposition, for unless conditions change in the dye stuffs market, they will be hard pressed in securing sufficient supplies of the right dyes to enable them to make their tan calf.

Tanners acknowledge a scarcity of dye stuffs for colored leather and they are scouring the country for dyes and meeting with little success in securing supplies. Stocks of dye stuffs are mostly in the hands of consumers, who need the colors just as much as the tanners do.

MILITARY SHOES AND HEALTH

A man having a good digestion, warm clothes and well-shod feet, has little excuse for a bad temper. The trouble is that the shoeing of his feet is perhaps the thing the modern American gives least attention to in his dress.

Shoes designed with a disregard of the foot's anatomy and its comfort are a direct cause of irritability of temper. They bring malformation of the toe, ankle and leg bones, even causing spinal disorders and other troubles in various far-reaching forms.

It was once thought impossible to make a shoe which

would combine good looks with comfort and anatomical correctness. Shoes have been one of the greatest problems in the equipment of the modern army. Even Napoleon's, a hundred years ago, said that he made war not with the arms, but with the legs of his soldiers, and Wellington said that two things were especially necessary to the soldier: "A pair of good shoes on the feet and a pair of good shoes in the knapsack." The perfect army shoe must permit the maximum amount of marching with the minimum amount of foot distress; and to do this, the foot must be allowed to act as nature intended.

Recently Major Salquin, of the Swiss army, gave considerable time and study to this subject, and wrote a book entitled, "A Treatise on the Military Shoe."

"The toes are placed in front of the metatarsal bones to which they are fastened by ligaments," says Major Salquin. "The small toes have two joints, while the great toe has only one.

"The great toe is the most important of all, and is the strongest and largest. In walking it fulfils the following functions: When we raise the foot from the ground to bring it forward, we raise first the heel and let the weight of the body fall on the great toe. In raising this in its turn from the ground we are thrown forward, still pressing the ground with the end of the great toe. To execute this movement the great toe must be placed in the shoe in such a position that it can stretch itself out directly forward, for in its normal condition it is found on the prolongation of the longitudinal axis of the first metatarsus."

CHARACTER IN SOLE LEATHER WEAR

Some persons can, or think they can, tell your character from the color of your hair, the length of your nose, the width of your mouth, the glint of your eye, the poise of your body, the agility of your step, or the size of your ears. Now, these methods are all wrong. The only infallible method is in the way you wear out the soles of your shoes. This reveals character as nothing else does and here is the way to tell.



In the accompanying illustration the first sole seen on the left is worn through in a long, narrow streak down the middle. This indicates economy and such a person is one to accumulate wealth. Brain work is the greatest recreation of such a person.

No. 2 shows a small, irregular hole near the toe. This is indicative of a quiet and retiring disposition, a cool head and practical ideas, under trying circumstances.

The third one from the left, with a hole worn in the sole at the ball of the foot, evidences a shallow and unreliable nature, a poor listener, and uninteresting talker, one who is conceited and overbearing.

The fourth, showing wear at the outside of the sole, just around the toe, proclaims such a party as musical, humorous and witty, optimistic in temperament and a good conversationalist.

No. 5, worn off near the shank, typifies that the wearer is thoughtful and attentive, is popular and learns from what he sees and hears, and possesses a receptive, open mind.

The last, which is No. 6, revealing wear at the outer edge of the sole, about half-way between the shank and toe represents a very affectionate nature, a person who is liked by all and is kind and generous to the poor and afflicted.

STORE CARDS FOR CHRISTMAS-TIDE TRADE

Wind, Rain, Snow, Sleet

These have no terror for the man who wears a pair of our storm calf shoes, with viscolized soles.

Warmth Without Weight

You get these in our neat, smart felt boots. They exclude Jack Frost's intrusions.

Shoes from Santa Claus

And a few more besides. Neat, stylish, smart and shapely.

For Happiness in Holidays

A nice pair of House Slippers are both artistic and comfortable. We have a splendid selection.

Shoes for Yuletide Wear

The nicest designs, the latest lasts and the newest patterns.

Xmas Gifts of Footwear

Remember the boys at the front and at home. They all need to be well shod—sensibly and durably.

We Greet You All

You are cordially invited to inspect our stock of Fine Footwear and are under no obligation to purchase.

Pleasure in Xmas Shopping

Sane, stylish and suitable are our Slippers in all lines. We have a style for every sort of foot.

Foot Comfort—Mind Comfort

See that your friends are well and worthily shod. We specialize in pedal necessities.

Superb Shoes—Solid Service

Here are some of the newest and nicest selections in Gypsy bals and buttons. Just the proper thing for Christmas presents.

The Joys of Skating

Will be greatly enhanced by buying your hockey shoes here. Our stock was never more replete.

School Boots for Your Boy

He will appreciate a pair as a Christmas gift. While we look after the men and young men, we do not overlook the Canadian boy.

Keep Him at Home Nights

By giving him a pair of these comfortable House Slippers. They will withstand any outside temptations.

The Shoe Repair Man

GETTING BETTER PRICES FOR REPAIRS

"Making More Money in the Shoe Repair Shop" was the subject of a recent admirable article in the SHOE AND LEATHER JOURNAL, by Henry Ettelbrick, Springfield, Ill. He referred to the fact that he had mailed a personal letter to 500 citizens whom he thought might want a better job at a better price. He reports this has helped him to start and carry out his programme of "Better Goods at Better Price."

Here is a copy of the bright, instructive and attention compelling letter:—

HENRY ETTELBRICK
Shoe Repair Works
321 EAST MONROE STREET
SPRINGFIELD, ILLINOIS
Old Phone 1889

WE CALL FOR AND DELIVER

Dear Sir or Madam:

Has the following ever occurred to you?

Having taken a pair of your shoes to the Shoe Repair Shop, had them repaired, the same day you left them at the shop.

YES, WE DO SHOE REPAIRING WHILE YOU WAIT.

But we would much rather acquaint you with our high class work. Work that you and we take special pride in seeing.

For instance, our "Men's and Ladies'" Hand-Sewed Soles are done so fine, that it is almost impossible to detect that they have been resoled. Then our full soles, or rather New Bottoms are surely a progressive way of repairing shoes, for just a little more cost compared with the "Hurry up way." The full soles eliminate that row of nails, that is necessary just under the arch of shoes, in half soles, and cannot help but weaken a shoe at that point. Where as a full sole helps the shoe to hold its shape and gives to the foot that support that all our feet surely need.

Shoe repairing as we do it invariably saves you 25% of your shoe bill. Especially on that pair you paid \$4.00 or more for, and when you remember that we made them look like new, it surely is a paying proposition.

WE WANT YOU TO INVESTIGATE OUR WORK.

WE WANT YOU TO INVESTIGATE OUR MATERIAL.

WE WANT YOU TO INVESTIGATE OUR BUSINESS METHODS.

Our material is the best. Our shoemakers are real mechanics. Our long experience in this business enables us to give you "Shoe Repairing" in a class by itself. We cheerfully call for and deliver.

HENRY ETTELBRICK,
321 E. Monroe Street.

Bell Phone 1889.

SOME OF OUR PRICES

Men's hand sewed half soles, best material \$1.25
Men's machine sewed half soles 75c. and \$1.00
(according to grade of leather used)

Men's full soles and heels \$1.50 and \$1.75
Men's heels, for (straightening) 25c. to 50c.
Ladies' hand sewed half soles, best material \$1.00
Ladies' machine sewed half soles 50c. and 60c.
(according to grade of leather used)
Ladies' full soles and heels \$1.25
Ladies' heels for (straightening) 20c. to 25c.
Ladies' new heels 50c. to 75c.

Our boys' and girls' and children's prices are according to sizes. Phone us for our prices. We are willing to cater to your needs in shoe repairing.

We are experts at building new heels on shoes. Often heels on the shoes just bought don't suit. Bring them to us. We can build heels just as you want them without throwing the shoes out of balance.

Remember the price of leather is constantly increasing. The man that offers you something for nothing nowadays don't intend to use first class material. Economize by getting the best, cheapest in the end.

GRADE PRICES ACCORDING TO QUALITY

The Progressive Shoe Repair Co., Edmonton, is one of the live, alert establishments in the capital of Alberta. The proprietors are J. Gardner and Stewart Lamb, and they are located at the corner of Fifth street and Jasper avenue. The firm style themselves "Edmonton's Leading Shoe Repair Store" and do considerable custom work. Starting in business five years ago, they have been following the advice of having different grades of soles and charging according to grade, instead of having just one set price. They find that most people are willing to pay for quality work, and that there is really no money in catering to the very cheap trade, for a cheap sole is poor at any price, and only results in the patron becoming dissatisfied and going elsewhere. The Progressive Shoe Repair Co. agree with an article which appeared in the SHOE AND LEATHER JOURNAL recently, to the effect that when a man comes in and brings a pair of shoes for half soles and heels, and is asked if he wants a job at such and such a price, mentioning two or three different figures, he will say—"Give me the best," thus demonstrating that good repairers can get more money for good work and first-class material. This system works out more satisfactorily to customer and repairer. The motto of the Edmonton first firm is—"Do not hope for the best—get it."

HAS SOLVED PERPLEXING PROBLEM

A retailer in Winnipeg says that he has solved the difficulty in regard to patent leather shoes so as to avoid any misunderstanding. He has a rubber stamp and plainly prints on the lining of each pair "Patent leather—not guaranteed." Previous to adopting this plan persons would sometimes return, stating that they thought a guarantee covered patent leather and, if there was a sign in the store or a slip placed in the carton, they would declare they had never seen it. Under the new arrangement a plea of ignorance or misunderstanding no longer holds good.

HOW TO COMPETE WITH MAIL ORDER HOUSES

The Retailer Must Use Scientific and Original Merchandising Methods—What Co-operation and Foresight Can Accomplish—Advertise in a Manner to Convince—Get After the Local Customers and Use Every Means to Win Them

By A. E. EDGAR

One of the newest developments of modern merchandising methods is the mail-order business. Not one of us can fail to recognize the fact that this method of merchandising has come to stay. We may feel an inclination to characterize the methods of the big mail order houses as unfair to the smaller dealers, and it no doubt affects his profit of business. But, after all, every man has a perfect right, in this free Country, to do business in any way he sees fit, provided he does not use illegitimate methods.

Some years ago the small retailer was menaced by department store competition. At that time many suffered from the methods of securing business adopted by the department stores. At the present time there is seldom a thought given to this kind of competition, except in isolated cases that are directly affected. In fact, in the light of recent events in connection with some of the larger New York department stores, the question has arisen as to whether the big store is to be envied or not.

Novelty and Originality Lead

Newer methods win because of their novelty and originality. They continue to win because of their genuine worth and because they meet a well-defined want. But times change and bring a change of ideas which, in turn, usher in still newer methods which replace the old.

Many merchants cling to the old way of doing things until those who adopt the newer methods pass them in the race for business, and then they cry out against the hardness of their lot.

The big mail-order houses are doing more business to-day than ever. More business firms are going after mail-order business every year, and as the mail-order business grows, a certain number of retail merchants must suffer. There is one thing that this phenomenal growth demonstrates and that is, that the public considers that the mail-order house offers an acceptable method of doing business.

The retail merchant charges, and not always unjustly, that the mail-order house uses unfair methods of securing business, much to the prejudice of the retail business generally. But even in the face of every method, fair or unfair, that the mail order house uses to get business the retail merchant can meet this competition, and overcome it, by using more scientific merchandising methods.

A little co-operation among merchants through their local, provincial and National Merchants' Associations will eventually bring about a fairer condition of competition in retail business. Laws are being added to the statute books of all states regulating trade, prohibiting fraudulent methods and defining the merchants' rights and privileges. These laws not only safeguard the retail merchant from the unfair competition of the mail-order houses, but protect the individual merchant from the equally disastrous unfair methods of his fellow merchants.

The buying public of any community will buy where they can get what

they want at the price they want to pay for it. Price is one of the first considerations with a merchant's customers. It is not the prime consideration, by any means, but it is one of the most important. If one merchant can convince the people of any locality that he can, and does sell the kind of goods they want at a lower price than his competitors, he will get the bulk of the trade of that locality, and as long as he continues to convince them that they are doing better at his store he will hold their trade. But let some one else get their ear and it will not be a hard thing to wean them away from the first store, but the people must be convinced that they are to be benefitted by making the change. That is the whole problem of storekeeping, of modern merchandising.

Must Qualify to Win Out

Before a merchant can convince the public that he can cater successfully to their wants he must have surrounded himself with every convenience the customer demands, and with the goods they want at the price they want them.

The merchant of to-day must be educated in his business if he expects to meet with even a moderate degree of success. Too many merchants enter business, from other walks in life, expecting to find it an easy thing to make money. Lawyers study a number of years in schools and colleges before they are allowed to practice. Doctors and dentists have to do the same thing. Why? To protect the public. The lawyer has a certain amount of responsibility for the success of his advice. The doctor must know something about the human form and about drugs before the public will allow him to practice. But the merchant can place a few dollars worth of goods in a store and practice merchandising immediately. It does not matter to the government whether the public gets value from the merchant or not. There is practically no redress, unless he misrepresents his merchandise, and that is one of the reasons why the public is so quick to take up with any new method of merchandising that is brought to their notice.

Just why a merchant should not be compelled to qualify himself in some way for his calling has never been stated. But because he is not compelled by law to do so, is no reason why he should not. But how can he get the qualification, say, to become a merchant capable of selling everything the public may demand? The only text books that are universally open to him are the trade papers. The merchant who does not read his trade paper, and he ought to subscribe to several, cannot expect to be able to compete with those merchants who do read. "Knowledge is power" in retailing as well as in anything else.

The farmer's son thinks retailing is an easy thing. He persuades his father to set him up in business. A few hundred dollars are invested and the farmer's son is a full fledged merchant. The farmer will tell you that the purchase of a farm does not make a farmer of the owner, but he expects his son to

BELIEVES IN CONCENTRATION

A prominent advertiser using page space regularly in the "Shoe and Leather Journal," writing expressing appreciation of the results of his advertising says:—"While perhaps we have been more friendly to the "Shoe and Leather Journal" than we have to other trade papers in Canada, yet we feel that the co-operation we have received from you and the good work you have been doing in the way of advertising for us has fully justified us in our attitude."

become a merchant overnight. It is impossible. Training, insight and practical knowledge are required.

The young fellow that works behind the counter for a few months has a thousand chances to the other's one to succeed. He has served, to some extent, an apprenticeship, and knows the ropes. But all may learn, that is, all who will try, all who will persist.

Cut Out All Guess Work

The mail-order house has at its command the brightest talent in the country, not only for advertising, selling and buying, but for every other essential in merchandising successfully. Why then should they not succeed when they have competitors who are actually ignorant of a great many of the fundamental principles of the retail business? It's easy money for them because they *know*, while the smaller retailer, and some of the larger ones, too, guesses.

The merchant who studies his business very seldom meets conditions that he cannot overcome. The merchant who neglects to inform himself offers himself as a candidate for failure, and he often succeeds wonderfully along that line.

The merchant who would compete successfully against all comers must understand and practice the three fundamental principles of merchandising which are: buying, selling and store management. All phases of retailing may be divided into one of these three branches of the science.

Many persons think the merchant is coining money. This arouses their cupidity and they wager their money against the experience of other merchants. Is it any wonder there are so many failures reported each month by the commercial agencies as due to incompetence?

After the merchant has prepared himself to do business upon modern lines he must then go out after it in the most approved fashion.

What Advertising Really Is

The most approved method of securing business in these modern times is by advertising. This word "advertising" covers every known method of getting customers to buy. The average merchant speaks of advertising only when he refers to some printed statement, in a newspaper, in a booklet, leaflet, or other printed sheet. Advertising actually comprehends every known method of getting trade. The merchant dresses carefully to give the public the impression that he is prosperous—that is advertising. It is advertising, even if he never has such a thought when he decides upon what he will wear. The impression goes forth—that is advertising. Every act of merchant and salesman is advertising, sometimes good and sometimes bad.

Give the People the Information

To meet mail order competition the retail merchant must advertise in a manner to convince. He must persuade people to buy from his store. How can he meet competition without following to some extent the methods used by his competitors. The mail-order house sends out great catalogues. Why? To show the purchasing public that the mail order house has the very goods they want. To persuade them that they want certain lines of goods offered in the catalogue. And, perhaps, to create new wants for the goods listed and priced in the catalogue.

It must be admitted at once that the local retail merchant cannot send out a catalogue that would compete with that sent out by the mail-order house. But he can, in a smaller way perhaps, advertise the lines he has for sale, and that should be his aim in all his advertising. He can use the local newspapers. Advertisements inserted in these are effective in securing business, when written in a manner calculated to convince. They must also inform the reader of the articles advertised, tell all about them, give a description of them and the price. They should persuade the reader that the goods are the kind wanted. If this is done

the advertisement will do its whole duty. But if a few general statements about the business are printed week after week, the printed advertisement has no value whatever.

If the merchant who has to meet mail-order competition will start out from the beginning to secure the mail-order customers for his own, and study intelligently the best method to follow to get them, he will have passed the worst point in the whole game. Get after the customers. Use every method possible to get them.

In conclusion, it may be laid down as a general proposition, that the local retail merchant who has a moderately up-to-date store, who uses honest and approved methods of handling his business and who strives to give the customer full value for every dollar spent with him, and who goes after business with any degree of determination to get it, need not fear mail-order, or any other kind, of competition.

OIL PAINTING MAKES WINDOW LOOK DEEPER

A. McDermand, shoe retailer, Ingersoll, Ont., is an ardent believer in the art of effective and original window trims. His displays generally attract a good deal of attention, and the accompanying illustration shows an oil painting in the rear of the window, full width. The picture has a tendency to make the window look much deeper. The painting was done on fibre-board, which was glued to a frame. The fibre-board is easily removed, as it is held in position by buttons and can be replaced by a panel effect done in white, on the same material. This makes a pleasing change. No department



THE MCDERMAND SHOE STORE, INGERSOLL, ONT.

of the store, when space is considered, presents such splendid publicity facilities as the window area. The display of shoes can be changed by the use of adjustable fixtures in countless different manners, but the possibilities of presenting striking and imposing trims are not confined to the showing of footgear alone. The background can be altered frequently, and at comparatively small expense. Mr. McDermand has here given a very interesting pointer in connection with fibre-board and its uses.

THE TEN-INCH BOOT POPULAR

Fashions in women's gowns now have more influence on their footwear than at any time in trade history. The radical shortening of skirts, which is fashion's latest decree, causes a corresponding increase in the height of boot tops. This brings the ten-inch boot, in both kid and velvet, into trade favor and creates a big demand for this extra high cut pattern with straight tops as well as jib tops. Some Canadian factories are producing the ten-inch boot in considerable volume at the present time in response to loud calls from customers. Black, blue, bronze, gray or whatever other color of stock is required, the ten-inch height is in demand.

A Great Manufacturing Centre

*Where once were Swamps and Forests may now be found great Factories
and Belching Chimneys—The Wonderful History of the Most
Prosperous County in Ontario—A Fairy Tale of
Enterprise and Progress*

RELIGIOUS persecution, next to war, has been the greatest cause of expansion and spread of civilization this world has known. In the seventeenth century the iron heel of oppression forced the Puritans to look to this western hemisphere for a sphere in which to pursue and develop their religious ideas and thus was the foundation laid for the United States of America. In the eighteenth century militarism and religious intolerance forced out of Germany many of its best citizens, and thus the Moravian Brethren and Mennonites found an asylum of peace and safety in these same United States. A great many of these sects, particularly the Mennonites, settled in the commonwealth of Pennsylvania, and devoted their energies to the cultivation of the soil and the pursuit of their religious beliefs. Some of these settled on the borders of Lake Erie and around Niagara Falls, about the year 1798, and crossing from time to time the Niagara River and Lake Ontario, found that Upper Canada, which at that time was practically a wilderness, afforded opportunities for homesteading that were soon seized. A tract of land of about 100,000 acres was purchased, covering practically the present county of Waterloo, and the thrifty emigrants began their "trek." There were no roads at the time, excepting one or two for military purposes between Toronto (then Little York) and Niagara and Detroit, at that time a mere trading post. The settlers had to cut their way through swamps and forests to the site of their new homes, where they settled and began their peaceful avocations. Gradually villages arose which grew and expanded, until one has become a populous city, and the other smart, prosperous manufacturing towns, the group containing large and important factories that represent almost every line of production from buttons to pianos, or from baby carriages to automobiles. It seems a strange freak of fate that this very community, or group of communities, that over a century ago fled from the shadow of militarism, should to-day be sending their sons back to Europe to join forces with those who are seeking to stay the storm of blood that when their forefathers left their homes was no bigger than a man's hand. But such is, nevertheless, the case.

City of Berlin

BERLIN, the centre of this busy hive of industry, was once a quiet, peaceful farm, to become later an unpretentious village of German speaking people who asked only to be left to develop their resources. About 1846 the first English settlers began to arrive and the village gradually took on a more or less English color, English being

The New Home of
HURLBUT WELT
 (Process Patented)

Cushion Sole Shoes
 For Children
and
So Cosy Slippers

**THE IDEAL
 SHOE FOR
 CHILDREN**

**Tackless. No
 Ridges Inside.**



The Shoe that
 wears so well
 that mothers
 who know in-
 sist on them.

A child could go barefooted
 in a Hurlbut Welt Shoe and
 Never Miss the Stockings

Most economical to buy because they wear
 longer and mean less expenditure in the year

MADE IN CANADA

THE HURLBUT COMPANY LIMITED
 PRESTON ONTARIO

taught in the schools. As early as 1835 a newspaper said of the community: "Berlin is in a flourishing condition, inhabited by various industrious mechanics, among whom are a spinning wheel and chair maker, a hatter, four cabinet makers and carpenters, one potter, one smith, two stores, a boot and shoe maker, a tailor, a mason, a wagon-maker, a tavern keeper, with about twenty-five dwelling houses." But the thrifty Germans with the sprinkling of English went industriously about their business and the hamlet outgrew its boundaries. The first newspaper in German appeared in 1841 and the village was incorporated in 1854. In the next sixteen years the progress was even more marked, so that it had grown out of swaddling clothes into husky youth, and was made a town in 1870.

In the meantime the little hand method establishments had become embryo factories, tanneries coming in the late forties, and shoe factories in the early eighties. One factory was added to another, and the number of inhabitants grew apace until in 1912 the municipality claimed the rights and position of a city, which were granted. The city has now a population of about 18,000, and is still growing, and its proudest claim is that seventy-five per cent. of its citizens own their own homes.



The Town of Preston

Often the visitor to this interesting hive of industry will, when being motored about the splendid business streets and attractive residential portions, remark upon the general evidences of progress and prosperity, and make casual inquiries relating to the poorer sections of the city, intimating that all the homes are not of the well built substantial, and comfortable character that he has seen. The reply is—"We have no poor." Every resident of Berlin is thriving and well-to-do, a good citizen, an industrious provider for his family, imbued with the civic spirit of advance that has made the name "Berlin" the watchword for expansion, construction and concentration,—a city built upon ideal conditions and provided with every convenience and attraction that goes to make life hopeful, happy and healthy.

(Continued on page 67)



Bird's Eye View of Berlin, Ontario



Canada's Premier
Line of



Women's
Fine McKays

THE MODERN
FACTORY
OF THE

W. E. Woelfle Shoe Co. Limited Manufacturers of
THE
GRACIA SHOE **Berlin, Ont.**

YOUR most profitable line of **STAPLES**

are the shoes that combine long-wearing qualities with perfectly neat appearance. And this is a strong reason why you should be selling

McKellar Solid Leather Shoes

They are produced in a complete range of styles and sizes for

MEN, BOYS, YOUTHS AND LITTLE GENTS

By

The Berlin Shoe Mfg. Co. Limited
BERLIN ONTARIO

THE BUSIEST BUSINESS HIVE IN CANADA

Business and pleasure thrives along the main street, Berlin, Ont., Canada



BERLIN



WATERLOO



PRESTON

GALT



HESPELER



ELMIRA



Penetang Tannery

Our well known and popular brands are:

“EAGLE”
(Hemlock and Union)
PENETANG”
(Hemlock)

“TRENT VALLEY”
(Oak)

“LION”
(Oak)

In Sides, Backs and Bends



Louis Breithaupt, Founder, 1857



Eagle Tannery

Unexcelled for profitable cutting qualities and for wear and satisfaction to the consumer.

For Canadian and Export Trade

MADE IN CANADA

For nearly sixty years we have specialized on

VAT TANNED
LONG PROCESS

Sole Leather



Louis J. Breithaupt, President



John C. Breithaupt, Secretary

Cut Soles
Counters
Shoe Findings, etc.



Union Oak

Harness Leather

Noted for its strength, fibre and finish. Made from best Packer Hides.

Tanneries: BERLIN, PENETANG and HASTINGS



Warehouse at G.T.R. Station, Berlin

The Breithaupt Leather Co.
Limited

BERLIN, ONTARIO



Head Office, Berlin

Successful Merchant and Public Spirited Citizen

SOLE leather has been practically the Breithaupts' "sole" production through six decades, and they have given enough thought, energy and money to the problem to have fully solved it long since.

About the year 1850 the late Louis Breithaupt, then a young man, living in Buffalo, and being then a junior member of the firm of J. F. Schoelkopf & Co., made a visit to Berlin, Ont., and there became enamoured of the village and a handsome young lass at one and the same time. He almost immediately transferred his political, as well as his heart's allegiance to this country, and marrying in 1853, Miss Catherine Hailer, whose parents came to Berlin in 1831, settled down in Berlin in the leather business. In 1857 he built a tannery and began to make various lines of leather, chiefly sole leather.

Louis J. Breithaupt, the eldest son, grew up with the tannery as the very breath of his nostrils, and its influence so touched his life that even before he received his education at the public and high schools, he knew all about lay-aways and tan liquors. He received his business education in his father's office, tannery, warehouse and on the road, supplemented by a course at the business college in Toronto. From the very first L. J. manifested those qualifications for a business career that have since brought him to the front rank in the leather trade, and made him a prominent business figure in Berlin, where he is connected with a number of business concerns. He is practical, methodical, energetic and courteous and he carries all these qualities into his relations with the world generally.

Stands for the "Square Deal"

He has held practically every office in the gift of the municipality, being alderman, deputy-reeve, reeve of Berlin, and was also for years a member of Waterloo County

Council, being for a term warden of the county. He served two years in the mayor's chair in Berlin, and under his watchword "Economy with Progress," inaugurated a number of movements, making for the success and advancement of the city. He served the north riding of the County of Waterloo for two terms as its representative in the Ontario Legislature, and brought to bear his business training upon the larger questions of his political arena.

Mr. Breithaupt is a prominent member of Zion Evangelical Church, of which he has been for many years a member of the Board of Trustees, and has been its chairman from time to time. He is first vice-president of the Berlin Patriotic Fund, which raised \$100,000.

Mr. Louis J. Breithaupt is another example of the advice given by Apelles to the shoemaker—"Stick to your last." He has made in the leather business, by steady application to its demands, a position that may well be envied by the rising aspirants to business success. In his business, municipal and legislative life, Mr. Breithaupt has always—in season and out of season—been an enthusiastic

admirer and "booster for Berlin." His optimism is certainly of a contagious character.

* * *

A Sole Leather Concern

WHEN the late Louis Breithaupt slipped over from Buffalo to buy hides and sell leather to the village of Berlin, Canada, in the early fifties, he had no idea of remaining on British soil. There was a lady in the case, which became one of—"He came, he saw and she conquered." After settling down in the retail leather business, selling mostly American sole leather, there being free trade at the time, this enterprising young business man be-



L. J. Breithaupt



J. KAUFMAN, President



Manufacturers of
Life-Buoy
Superior Quality
Rubber
Footwear



M. R. KAUFMAN, Secretary

BRANCHES

- VANCOUVER
- EDMONTON
- SASKATOON
- WINNIPEG
- LONDON
- TORONTO



BRANCHES

- OTTAWA
- MONTREAL
- QUEBEC
- ST. JOHN
- TRURO
- CHARLOTTETOWN



A. R. KAUFMAN, Manager

The Kaufman
Rubber Co.
Limited

HEAD OFFICE AND
FACTORY

BERLIN,
ONTARIO



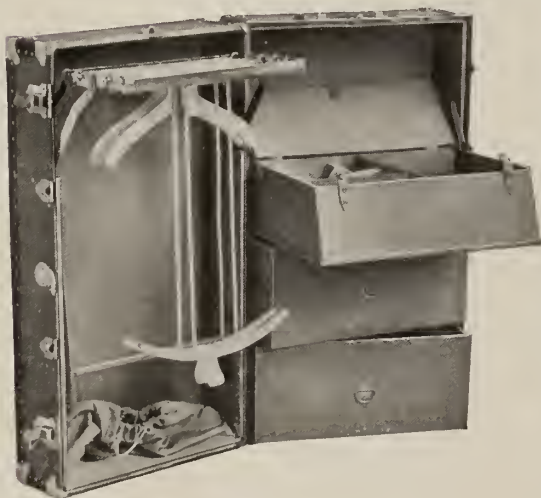
W. E. WING, Sales Manager



In the accompanying group of aggressive members of the shoe and leather trade are:—(1) A. R. Kaufman, Berlin; (2) Wm' Chamberlain, Galt; (3) F. S. Scott, M.P., Galt; (4) Jacob Kaufman, Berlin; (5) Geo. Rumpel, Berlin; (6) L. J. Breithaupt, Berlin; (7) J. C. Breithaupt, Berlin; (8) A. L. Breithaupt, Berlin; (9) Chas. A. Ahrens, Berlin; (10) Oscar Rumpel, Berlin; (11) S. H. Parker Preston; (12) N. B. Detweiler, Berlin; (13) F. H. Ahrens, Berlin; (14) D. B. Detweiler, Berlin; (15) T. H. Rieder (Canadian Consolidated Rubber Co.); (16) A. J. Kimmel, Berlin; (17) Alexander Inrig, Berlin; (18) A. A. Armbrust, Berlin; (19) W. E. Woelfle, Berlin; (20) C. E. Hurlbut, Preston; (21) A. D. Weber, Berlin.



The Home of the Berlin Trunk and Bag Company's Baggage



No. 700 Ever Ready Wardrobe Trunk

One of the most complete plants for the manufacture of Trunks, Suitcases, Bags, etc., in the Dominion. In addition to our specialties and regular line of wardrobe trunks we are making the Berlin Trunk & Bag Company's

Ever Ready Wardrobe Trunk

The most **complete, convenient** and **up-to-date** Wardrobe Trunk on the market. It has many points of superiority over the ordinary wardrobe trunk.

This Trunk is a compact **LONG SERVICE TRUNK** that will outwear the bulky, clumsy kinds used heretofore.

It will hold all the traveller needs for a week end trip or an extensive tour—and **GARMENTS ARE ALWAYS READY.**

IMPORTANT POINTS

- 1—You can't pack to exceed free baggage limit.
- 2—You don't have to fill it with unnecessary clothes merely to have it packed tightly.
- 3—It can be conveniently carried in any cab or taxi.

A GREAT SELLER

Write for Literature and Price Lists

The Berlin Trunk & Bag Co., Limited
BERLIN, ONT.

gan to plan the erection of a small tannery.

Louis Breithaupt made leather in the good old way and there was such demand for it in the community that he could not get hides fast enough at home and had to send hence for them. It was not long before better buildings had to be provided and more yard room, and so on, until in recent years the Breithaupts, still following the careful, conservative ideals of the father, have a premises and plant for the manufacturing of hemlock, union and oak that cannot be excelled anywhere. They have now a commodious brick structure, equipped with all the newest improvements and appliances for handling their large output, new building, machinery and equipment being added during last year and more in 1915. Close to the Grand Trunk station they have also a large brick storehouse with



John C. Breithaupt

a siding reaching to the shipping door, where the product of their tanneries is received, assorted and re-shipped to cities in Great Britain and elsewhere.

Some years ago when they realized that their Berlin plant was being taxed to its utmost, and when the question of bark supply had become urgent, they purchased a property at Penetanguishene, Ont., on the shores of Georgian Bay. This plant has now become larger than their Berlin one and turns out when running full eight hundred sides of sole leather a day. A good deal of this product finds its way to European and other foreign centres. It bears the well known brand of the "Steer's Head" and is known to the trade as "Penetang" sole leather.

At Hastings, Ont., a subsidiary company, called the Hastings Tanning Co., Limited, produces oak sole and harness leather of the

same dependable quality as has made Breithaupt sole leather famous. Trent Valley oak sole in backs and bends, etc., and Hastings union-oak harness leather.

The business management of this large concern is shared by Mr. Louis J. Breithaupt as president and Mr. John C. Breithaupt as secretary. The latter may not appear as prominently in the sales department of the company as his older brother, but as secretary of the company he is the quiet, but none the less telling, force that is behind the manufacturing department of the business. Mr. John C. Breithaupt has also been alderman and reeve and mayor of Berlin for several terms. Member of various civic boards, for many years he had the efficient charge of the Berlin Waterworks Commission also, which under his guidance has proved to be very successful and the source of much profit to Berlin and to its citizens.

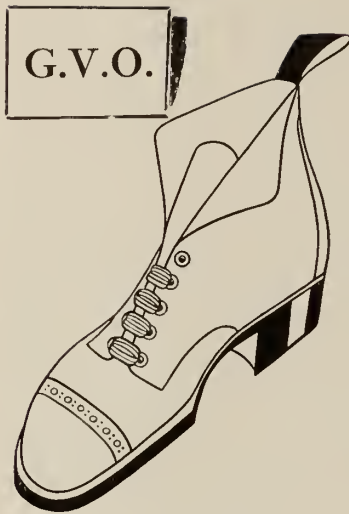
Louis O. Breithaupt, eldest son of L. J. Breithaupt, and whose marriage was chronicled in the last issue of the JOURNAL, has charge of the sole leather sales department, while Wm. Walter, the second son, has been in the tannery for over a year learning the practical end of the business. John Edward, son of Mr. John C. Breithaupt, has also recently entered the business.

A Phenomenal Career

AT the age of thirty-seven to attain to leadership in one of the greatest industries of the Dominion of Canada is the record of a young man who hails from Berlin. In the short space of sixteen years he has climbed by sheer merit from the position of book-keeper in one of the minor rubber concerns of the country to the executive control of one of the largest aggregations of capital in the country.

Mr. T. H. Rieder's life is, one might well say, a business romance. He began his business career assisting in his father's store in the village of New Hamburg, while still attending the Berlin High School. He entered the office of the Berlin Gas Co. when through the high school and passed thence into the offices of the Louis Breithaupt Estate, where he gathered valuable knowledge in accounting and office management. When the Berlin Rubber Manufacturing Co. was organized in 1899 he was given the position of book-keeper and at the same time a small interest in the concern. Here he found the first opportu-

(Continued on page 70)



G.V.O.

The G.V.O. Solid Leather SHOES

A line that merits your attention for Spring placing because of its sound quality and supreme excellence in style, fit, finish and wearing qualities.

In the G.V.O. range, we have incorporated honest quality throughout every hidden constructional detail, resulting in footwear that stands the test of wear and tear in a degree that is far from common.

Most Convincing Values.
See the Range for Yourself.

G. V. Oberholtzer Company, Limited
Berlin Ontario

We Specialize Exclusively



in Women's High Grade,
lace and button, pumps
and slippers, on the most
comfortable and stylish
lasts.

*For The
Wholesale
Trade Only*



S. H. PARKER

Manager and Secretary-Treasurer
Solid Leather Shoe Co., Limited

PRESTON - - ONTARIO

The Shoe Industry

*Its Early History and Development—How It Has Grown
in Three Decades*

IN earlier years there were few shoes made in Ontario outside the cities of Toronto and Hamilton. The problem of help seemed to be the greatest hindrance to the establishment of the industry in outlying districts. In the eighties the trade began to slip away even from the centres above named and gravitate towards Quebec, on account of more favorable labor conditions, but within the past ten or fifteen years the tide has again turned to some extent and all over the province may be found flourishing shoe plants that seem to find no difficulty in?

Amongst the first shoe factories was that of Chas. Ahrens, who confined his attention largely at first to slippers, for which he made a reputation all over Western Ontario. The firm became later Chas. A. Ahrens & Co. and afterwards introduced a line of hand-made staples. Their factory was originally on Queen street and such was the development of their "solid leather" goods that they were able to build the handsome and commodious structure they now occupy.

Hepburn & Co., of Preston, was another early concern that made good shoes and had quite a trade. Some years ago this concern went out of business.

Armbrust & Oberholtzer were the progenitors of the firm now known as the G. V. Oberholtzer Co., Limited. The late Mr. Oberholtzer made a phenomenal success of the small business he took over when his partner died, and had quite a career in shoes before his own early decease cut it short. He, however, laid the foundations of the present business which is so ably conducted by his successors, Messrs. N. B. and D. B. Detweiler. Both of these gentlemen take an interest outside their immediate business. N. B. Detweiler is an aggressive, useful alderman with large views of his responsibilities. D. B. Detweiler is said to be the father of the Hydro-Electric Power System of Ontario and founder of the Inland Waterways Commission.

Other early concerns in the shoe business of Berlin and Waterloo County were Brown, Whiting & Co. and Lauffer, Hume & Co., of Berlin, both of which firms have been

out of business for years. In their stead others have arisen of larger proportions.

CHAS. A. AHRENS, LIMITED, BERLIN

This firm was established in 1886, under the present name, but before that, as stated above, the business was carried on by Mr. Chas. Ahrens, Sr., who started about 1881, manufacturing a line of repp slippers. Mr. Chas. Ahrens, father of the present Mr. Chas. Ahrens, was one of the first manufacturers in Waterloo County. The firm gradually developed and started to manufacture children's lines and are now manufacturing a complete line of men's, boys', youths', women's, misses', gents', girls' and children's McKay welts, standard screw and rivet. They have also added a new line which they call children's stitch downs. This new departure of the firm has had a tremendous success this season. The chief feature of the stitch downs is in the fact that there are no tacks, nails, etc., at all in the shoe, and no thread in the tread. This line should have lasting favor in Canada. They are manufacturing this particular line up in about fifteen different patterns, and from time to time this will be considerably added to.

Mr. Chas. A. Ahrens is president of the concern and Mr. Fred. H. Ahrens is secretary, while Mr. H. E. Wettlaufer is sales manager. The present capacity of the plant is from 500 to 700 pairs a day. They built a new factory in 1910 and increased same by adding a wing to their plant in 1913.

THE G. V. OBERHOLTZER CO., BERLIN

The G. V. Oberholtzer Co. was founded in a small way by the late Mr. Armbrust, but it was not until the late Mr. G. V. Oberholtzer took hold in the middle eighties that the concern began to be a factor of any moment in the trade. At that time the lines were added to and the concern made its own leather. The "Oberholtzer" shoe has always been known for the excellence of the leather and the style of its design.

BERLIN, CANADA

The Centre of the Shoe and Rubber Industry of Ontario.

The Grand Rapids of Canada FOR FURNITURE.

The Home of the Hydro Electric, with 150 Manufacturing Industries.

A RAILROAD CENTRE

G.T.R. and C.P.R. Railways, with Electric lines to adjacent towns. C.N.R. and Hydro Radial assured.

MUNICIPAL OWNERSHIP

Waterworks, Electric and Gas Plant, Electric Street Railway---good fire protection.

Excellent labor conditions. Labor has made Berlin, and 75 per cent. own their homes.

A sanitary sewage system and the best climatic conditions in Western Ontario.

Berlin has splendid building sites for new factories, and is ready to deal with any and all factory propositions.

For further information apply to

LIEUT.-COL. W. M. O. LOCHEAD	-	President Board of Trade
S. J. WILLIAMS	- - - - -	Chairman Indus. Committee
G. M. DEBUS	- - - - -	Secretary Board of Trade

In spite of war times this plant has been running full time, with the exception of a few weeks at the start when business generally was demoralized, and with an increased staff, this means that their business during the past year has been larger than ever. They sell direct to the retail trade and have now a business that runs from coast to coast.

BERLIN TRUNK AND BAG CO., LIMITED

One of the firms which has rapidly come to the front in Berlin is the Berlin Trunk and Bag Co., Limited, who occupy a white brick and concrete factory, 70 x 150 feet, three storeys high with basement, and also a large two-storey warehouse, 36 x 85 feet. The company have direct switches with both the C.P.R. and the G.T.R. Provision has been made for enlarging the main building and yards as needed. The goods of the company are sold from coast to coast and some seventy-five hands are employed. The factory has been running overtime for several weeks to keep up with their orders. The Berlin Trunk and Bag Co. was organized in 1912. A. L. Breithaupt is the president, A. W. Augustine, secretary, and I. Holman, superintendent.

THE WOELFLE SHOE CO., LIMITED

The Woelfle Shoe Co., Limited, of Berlin, is one of the most flourishing and progressive in that hive of industry. Organized three years ago by W. E. Woelfle, formerly sales manager for the Kaufman Rubber Co., splendid progress has been made. The plant is located at 123 Wilmot street, and the factory is of brick and concrete, being well lighted and admirably arranged. The firm have been working to capacity for some weeks, in order to take care of their ever-increasing trade. The "Gracia" shoe has found favor with a very wide clientele, and stands as a decided favorite in the line of women's fine McKays. So extensive has become the demand that the firm are contemplating enlarging their present plant, in order to take care of future business.

INTERNATIONAL SUPPLY CO.

This is a new firm, started in Berlin at 46 Foundry street south, being run by H. O. McDowell and Mr. H. M. Lincoln. Both of these gentlemen have been formerly connected with the Puritan Manufacturing

Co., of Boston, which firm, along with a considerable number of others, they are now representing in Ontario.

U. S. M. CO.'S NEW BRANCH

Recognizing the important and strategic position of Berlin in the shoe manufacturing line in Ontario, the United Shoe Machinery Co. of Canada, some months ago, opened a well-equipped branch at 179 King street west, in that city. It is under the direction of L. W. Hanson, who is also the aggressive manager of the Toronto branch and pays weekly visits to Berlin, keeping in close touch with the trade. A competent traveling and mechanical staff is maintained at the Berlin office, with S. W. Price in charge. A full stock of machinery parts, supplies, findings, etc., is carried and the branch, which is a rapidly developing and progressive one, is a great convenience to the many busy factories in that thriving section of the province.

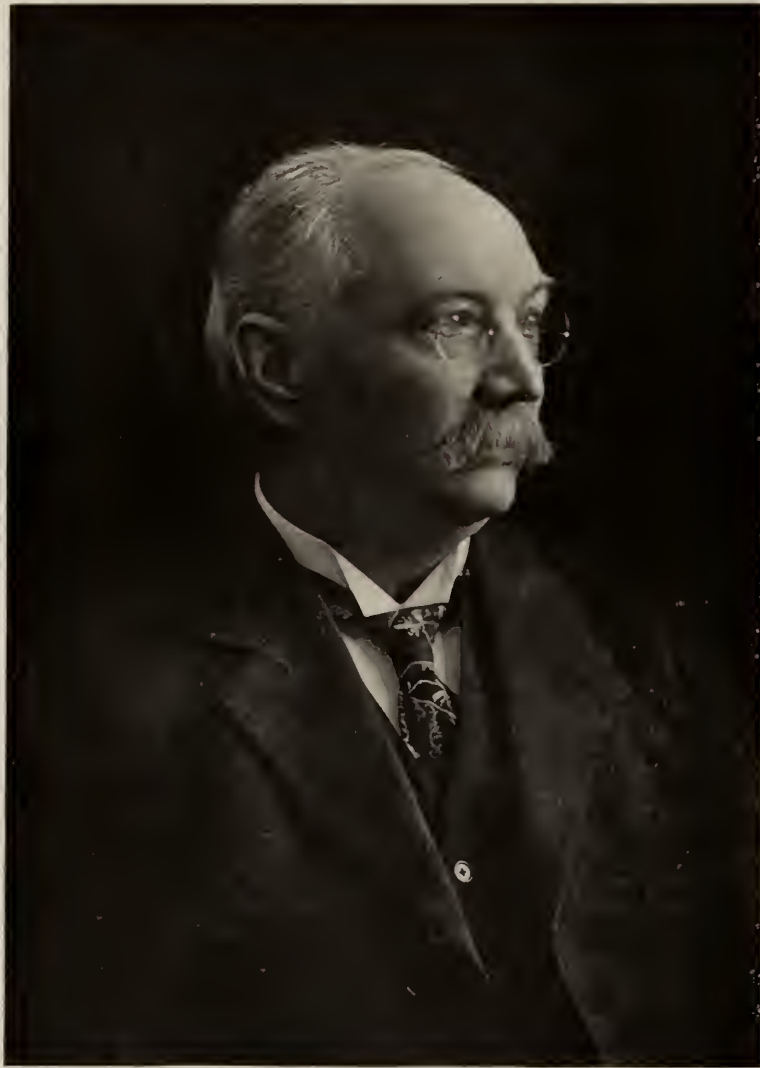
THE BERLIN SHOE CO., BERLIN

The Berlin Shoe Manufacturing Co., Limited, was organized six years ago but was reorganized last March. Its factory on Queen street is a substantial brick structure thoroughly equipped for the manufacture of its particular lines, namely, men's, boys', youths', and little gents'. The character of these lines, and particularly the McKellar solid leather shoes, are well known to the trade, the fact that they are working these days to their full capacity amply attesting their standing with dealers from coast to coast.

THE HURLBUT CO., LIMITED PRESTON, ONT.

This enterprising and progressive shoe concern was established in 1900 under the name of C. M. Hurlbut & Son, manufacturing a line of soft sole and novelty leather goods. It was incorporated in 1902 in Toronto and was located for some time on on Sheridan Avenue. The establishment moved to Preston in 1907 and started to manufacture a line of infants' soft soles, and two years later added a line of ladies' slippers. Three years afterwards they started manufacturing the "Cushion Sole Welt," which is now known from coast to coast. The new factory is now completed and will have a capacity to double the present output. Floor space in the new factory is

(Continued on page 69)



J. H. McKECHNIE, PRESIDENT
CANADIAN CONSOLIDATED RUBBER CO., LIMITED

The Rubber Shoe Industry

THERE were four concerns making rubber footwear in Canada up to the year 1898—the Canadian Rubber Co., Montreal; the Granby Rubber Co., of Granby, Que.; the Gutta Percha and Rubber Manufacturing Co., of Toronto, and the Maple Leaf Rubber Co., of Port Dalhousie, Ont. There was also a small plant at St. Jerome, Que. In 1899 was organized and established the Berlin Rubber Co., Limited, of which Mr. A. L. Breithaupt was manager, and with an up-to-date building, plant and equipment they got under way to a fairly good start. Mr. T. H. Rieder became accountant and sales manager and it was not long until the new organization made itself so felt that it was considered a factor to be reckoned with in rubber matters. For four years the business forged steadily ahead until in 1903 Mr. Rieder withdrew to organize, with Mr. J. Kaufman, the well known Berlin merchant and capitalist, another company for the manufacture of rubber shoes. The new concern had all the advantages of Mr. Rieder's experience with the Berlin Rubber Co. and put up an entirely new plant, which embodied the "last word" in rubber machinery and methods. Its success seemed assured from the start, although it had the usual incipient struggles of rubber shoe propositions.

For four years the Merchants' Rubber Co. went on making rubber history in its own way until the amalgamation of the various rubber factories took place under the Canadian Consolidated Rubber Co., of Montreal, in 1907. At that time both the "Berlin" and "Merchants'" were brought into the "Consolidated."

The Berlin Rubber Co. plant was turned over subsequently to the manufacture of

felt goods and the "Merchants" plant thoroughly reorganized and equipped, was devoted to the specialization of the brands that have given a distinctive character to their lines. The Merchants is regarded as one of the most successful and progressive of the "Consolidated" group.

Almost immediately after the amalgamation referred to Mr. Kaufman, who in the four years of the Merchants' Rubber Company's existence had become interested in the rubber shoe game, made up his mind to stay with it and organized the Kaufman Rubber Co., Limited, of which he is the president and his son, A. R. Kaufman, the manager. They put up rubber factory construction a peg and succeeded in completing one of the most complete and most effective rubber plants on the continent. To this they have since added space enough to double their original capacity.

Thus Berlin has become a great centre for rubber footwear, which, in its development and

achievement in lasts, styles and patterns, has made enormous strides during the past few years, from the extremely light and dainty creations, so small that they can be carried in a lady's purse, up to the long, reinforced hip rubber boots used by the fighting men in the trenches.



CAPT. J. E. HETT, M.D., A.M. CORPS
Mayor of Berlin

THE KAUFMAN RUBBER CO., BERLIN

The Kaufman Rubber Co., Limited, Berlin, made their first pair of rubbers in December, 1908. At the present time they have a capacity of 6,000 pairs, which affords some conception of the expansion and development of this thriving business. Their factory is an immense structure, with a floor space of 150,000 square feet, the area

(Continued on page 70)

The Walter G. Rumpel Felt Co.

MANUFACTURERS OF

Shoe Felts, Goodyear Inner-
soles, Saddle and Harness Felts

AND

OSCAR RUMPEL

MANUFACTURER OF

Fancy Colored and High Grade Bedroom
Felt Slippers, Felt Shoes, etc.

**The Strongest Felt Com-
bination on the Continent**

Our Jobbers will show you our novelties that you formerly imported from foreign countries. First time manufactured in Canada. The finest range ever produced.

Geo. Rumpel

Walter G. Rumpel

Oscar Rumpel

H. D. McKellar, General Sales Manager

FACTORIES AT

BERLIN, ONT.



The Felt Shoe Trade

FELT is a material formed by uniting and compressing fibres of wool or fur into a compact body by what is called the felting process. The fibres are mixed until they become interlaced or matted together in the form of a soft, loose sheet or cloth. The latter is then wound on a roller and put through a felting machine when, by the action of heat, moisture and pressure it is converted into a close, thick material of great strength and durability.

Felt of the finer kind is used for making hats and shoes. That used for the making of shoes is produced from the high priced wools that come from the Cape of Good Hope, Persia, Russia, Africa and South America, the Canadian wool not having the proper "fulling" quality necessary for thickening and making the product firm and compact.

The history of felting in Canada dates back to 1850, when John Haller commenced in the village of Berlin the manufacture of felt hats for the Mennonites. He afterwards began making felt boots in a crude way, the boot being long, seamless and made entirely by hand. About ten years later machines were introduced and a small factory employing about ten hands established. In 1865 a company was formed, and with increased capital and additional machinery the output was increased to one hundred pairs a day. The Berlin Felt Boot Co., with capital of \$100,000, was later formed by these same gentlemen, with Mr. Geo. Rumpel as superintendent. The process of making long boots was patented and after some opposition on the part of another small concern started by Mr. Haller the field was finally left to the Berlin Felt Boot Company.

This concern was then employing about a hundred hands and was practically the only felt boot enterprise in the Dominion. The company was shortly afterwards bought out by Mr. Rumpel under whose aggressive management the business was enlarged and perfected. Many improvements were introduced in materials and manufacture and the lines began to take on the artistic features that now characterize felt footwear.

A number of companies were started in opposition at various points but did not meet with permanent success. It was not

until 1900 that Mr. A. J. Kimmel, who for some years previous had been with the Berlin Felt Boot Co. as accountant and sales manager, that the first successful competition was established. He organized the Elmira Felt Co., Limited, of Elmira, Ont., and put a line of goods on the market that seemed to meet with success from the very start.

In 1907 Mr. Kimmel organized another company with head office in Berlin, Ont., called the Kimmel Felt Co., Limited, purchasing the factory buildings of the Berlin Rubber Manufacturing Co., which were remodelled and enlarged for the purpose, the very latest and most approved machinery being installed.

In 1907 took place the reorganization of the above three great felt shoe concerns under one management—the Canadian Consolidated Felt Company, Limited, the consolidation providing for concentration both in manufacturing and selling. This organization controls the "Berlin," "Kimmel" and "Elmira" plants.

In various parts of the province other concerns have entered the field and there seems to be room for all, owing to the tremendous expansion in recent years of the felt shoe industry, due no doubt to the wonderful strides made not only in the manufacture of felt itself, but the development of the felt shoe idea so that it practically covers the entire range of household and outside requirements.

Mr. George Rumpel, after practically withdrawing from a life of constant activity, when his large plant was taken over by the Consolidated, gave his thought for a while to the improvement of the felting process. Within the past couple of years he has established a felt factory of his own and with the assistance of his son, Mr. G. H. Rumpel, is now devoting his practical mind and experience to the manufacture of high class felt. A representative of the SHOE AND LEATHER JOURNAL had the pleasure of going through the plant with Mr. Rumpel the other day and certainly the equipment is up-to-date.

We have given above a fairly succinct idea of the operation of felt manufacture as obtained from the Rumpel plant.

(Continued on page 70)

KIM-FELT KOZY

The Quality

and perfect finish of Kim-Felt Kozy Footwear are the features that have made its reputation secure. No similar line excels the Kim-Felt Kozy in these or any other respects.

And then, the assortment of styles in different colors offered you in the Kim-Felt Kozy range is really wonderfully complete.

Sort up your Winter Stock with some of our leaders—it's a sure way of increasing your sales of Felt Footwear and of assuring complete satisfaction to every customer.



No. 301



No. 96



No. 2075



No. 2015

The Kimmel Felt Co. Limited

Factory

BERLIN

ONTARIO



A. J. KIMMEL

Amongst those identified with the remarkable growth of Berlin as a shoe centre is A. J. Kimmel, who has recently turned the half century mark. For half of this period he has been a factor in the felt shoe business particularly. He was for fifteen years connected with the Berlin Felt Boot Co., being latterly sales manager for the concern. In 1900 he organized the Elmira Felt Co., of Elmira, and in 1907 and the following year built the Kimmel Felt Co. works at Berlin. In 1909 the Canadian Consolidated Felt Co. was formed, taking over the factories of these two concerns and that of the Berlin Felt Boot Co., with Mr. Kimmel as vice-president and General Manager. At the same time he also became identified with the Canadian Consolidated Rubber Co. and later the Dominion Tire Co. He is connected with a number of other Berlin and outside interests and takes a keen interest in everything that pertains to the welfare of the city. He is regarded as one of the most practical and far-sighted men connected with the business to which he has devoted most of his life and is as quiet and unassuming as he is thorough and energetic.



No. 2055



No. 2018



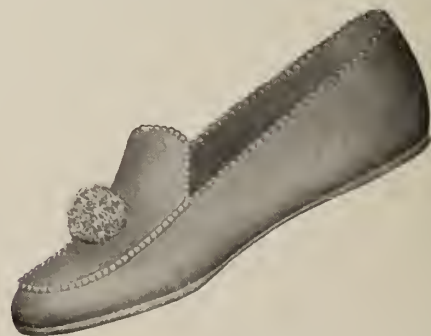
No. 2076

For Xmas Gifts

be on the safe side—and in time with the times.

Recommend Felt Footwear. It is useful and attractive, and the right kind is available in the ELMIRA line for every demand, from the heaviest type, for outdoor wear, to the daintiest conception, for bedroom or boudoir. Made in different colors.

Get your hurry-up sorting order in to your *jobber now* so as to be in time for the cream of the trade.



No. 2078

The Elmira Felt Co. Limited

Factories

BERLIN AND ELMIRA



REPRESENTING:

ARMOUR SAND PAPER WORKS
Abrasive Paper for the Shoe Trade

BOSTON LEATHER STAIN CO.
Cyclone Bleach, Inks, Stains, Etc.

COLUMBIA COUNTERS
For Ontario

ECONOMY STAY CO.
Cut Trimmings

PEERLESS MACHINERY CO.
Shoe Machinery

PURITAN
MANUFACTURING CO.
Wax Thread Sewing
Machines

THE S. M. SUPPLIES CO.
Factory Supplies

UNITED STAY CO.
Trimmings, Shoes, Autos
and Furniture

THE LOUIS G. FREEMAN
Co.

Shoe Machinery

HAZEN-BROWN Co.
The Box Toe Gum and
Rubber Cement

H. E. LOCKE & Co.
Thread for Puritan and
McKay

MARKEM MACHINE CO.
Marking Machines
and Inks

M. H. MERRIAM & Co.
Shoe Trimmings

And a General Line of Shoe Findings

INTERNATIONAL SUPPLY CO.
46 Foundry St. So. - BERLIN, ONT.

Who Makes Your Shoe Pulls?

If you want the best material and workmanship, together with prompt delivery, place your order in GALT.

Ask for Samples and Prices.

Narrow Fabric Weaving and Dyeing
Limited

THE LADY BELLE SHOE

A High Grade Ladies' McKay Shoe
made of Solid Leather on Up-to-date Lasts

Our New and Modern Factory is now nearing completion and we hope to have this new line ready for inspection shortly.

Keep your eye open for this line.

Manufactured by

The Lady Belle Shoe Company, Limited
Berlin, Canada



Great West Felt Company "Cold-Proof" Felts

In this nationally known line you will find everything in felt footwear for Men, Women and Children, for both outdoor and indoor wear.

Wear, Warmth, and Worth

THE
GREAT WEST
FELT CO.
LIMITED

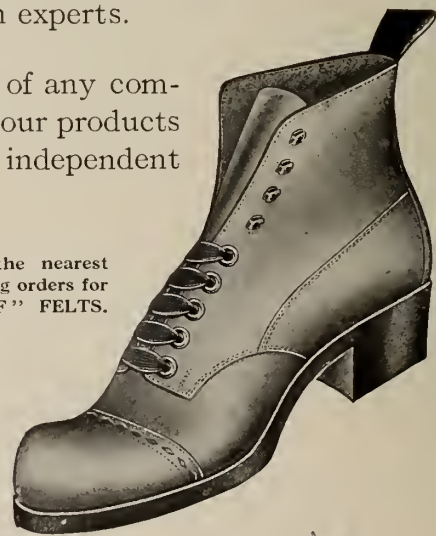
Are embodied in every pair, from an Infant's Felt Bal to a High-Cut All-Felt Blucher. In all *Great West* "Cold-Proof" Felts, Style, Neatness, and Appearance are expressed, combined with Superior Shoemaking, and First Quality Materials.

Our Extra Good Values

Are due to experience, perfect equipment, exclusive processes of manufacture, and the fact that we make all our own Felt on machines designed by our own experts.

We are independent of any combine affiliations, and our products are sold through independent jobbing houses.

Write us for the name of the nearest jobber, who can fill your sorting orders for GREAT WEST "COLD-PROOF" FELTS.



The Great West Felt Co.
LIMITED

ELMIRA



ONTARIO



F. S. SCOTT, M.P.
GALT'S FOREMOST CITIZEN

GALT'S FOREMOST CITIZEN

SOME men spend long years of toiling to win business success, and in public life it is safe to say there are few who attain to the prominence and influence of F. S. Scott, M.P., at his early age. Mr. Scott has attained such phenomenal success in business and such an eminence amongst his fellow citizens that one naturally asks how and why he has thus "arrived" as the French put it.

It has certainly been due to no personal pressing of his claims to notoriety or distinction, for one cannot talk five minutes with him without finding that he is retiring and quiet, almost to a fault. It is so difficult to get him to talk about himself that one has to look elsewhere for information as to his personal and business characteristics. Nevertheless, one has only to be in conversation with him for a short while to discover that he possesses those qualities of common sense, practical judgment and quick decision that always go with a sound business equipment. He is first and last a man of business, and while cordial and courteous to an extreme is not given to wasting either time or words on anything or anybody. He gets at the very marrow of the subject at one quick stroke, and that accounts not only for the wonderful success of his administration as the head of the Getty & Scott business, but for the great demand there has been for his services in the social and public life of Galt. He is a born administrator and those who saw

him enter the council chamber of his native town for the first time saw also the old heads shake at his youthfulness, but those who knew felt that he would be heard from. He has since filled practically every position in the gift of his townsmen, having occupied the mayor's chair twice. He was elected to Parliament on the death of Hon. G. A. Clare, and his friends boast that he has never yet been defeated for any office.

Outside his business he is identified with a large number of business and social interests. He is connected more or less with all Galt's philanthropic and social enterprises.

Our object in placing this sketch before our readers is not to eulogize Mr. Scott who, we may say, is not aware of the distinction the SHOE AND LEATHER JOURNAL seeks to confer upon him, but with the sole purpose of impressing the young men of this country with the fact that there is abundant opportunity for industry, integrity and intelligence to win in industrial life the success these deserve. We also desire to point out to those who are devoting all their energies to personal aggrandisement that there is a great world outside the domain of business and selfish pleasure that clamors for consideration, which is ready to requite any adequate effort that may be put forth upon its behalf. We have too much of this greedy money-grabbing and it is wholesome to find a man as busy as Mr. F. S. Scott who takes time to do his "bit" in the world about him.

THE HOME OF THE CLASSIC SHOE

Galt's Largest and Busiest Industry

UNTIL a few years ago Galt was principally known as a centre of the manufacture of tools and machinery. Other lines have since been added, but it

amongst shoe men from Coast to Coast, and the question has been asked again and again how can you account for the marvellous development and growth of this firm's business. The story is told in two



has remained for the "Classic Shoe" to give the city its most popular and wide-spread reputation. The phenomenal success of Getty & Scott and their shoes has been the subject of comment

words—"Quality" and "Efficiency." Upon these two fundamentals they claim to have earned the success that has placed them within a few years in the very front rank of shoe manufacturing concerns.



GALT—THE "MANCHESTER OF CANADA"

QUALITY FIRST

QUANTITY" as to the goods is the foundation stone of their factory methods. "You must have the *leather* if you would turn out reliable shoes, and the shoe must always be uniformly good from **SOLE TO TOP.**" There is no "monkeying" with inferior materials in the Getty & Scott factory. The raw materials have to pass an inspection that allows for no trifling.

There is a second respect with regard to which "*Quality*" is insisted upon, and that is **STYLE.** Getty & Scott studied the question of shoe imports, while most of their competitors were kicking and crying for increased duty. They saw the wisdom of making "**SHOES TO SUPPLANT FOREIGN FOOTWEAR.**" They *made* them—they *sold* them, and that is the main reason why they have had to add again and again to their premises and plant. That is really the story of their success.

The third respect in which *quality* is insisted upon is with

regard to **WORKMANSHIP** and **FINISH.** Getty & Scott believe in paying the *best wages* to the *best men*, and are constantly picking up experts in the different lines to bring their goods up to the very highest pitch of perfection in manufacture and finish.

Some shoes are well made as far as construction goes, but there is often a lack of finish that lead buyers to make invidious comparisons with, say, foreign-made shoes. Here is another point on which **CLASSIC SHOES** have "put it over," so to speak, other makes to a considerable extent. The finish is clean, smooth and velvety.

Lasts make or mar a factory's reputation. They are expensive and changes mean trouble and money, therefore the manufacturer is tempted to "leave well enough alone." Getty & Scott spare no expense to get the best and do not hesitate when they find it necessary to throw over one expensive model for a better. Their lasts are a special study and herein lies the secret of the **FIT** of Classic Shoes.

EFFICIENCY METHODS

BUT with quality bristling out of the goods from toe to heel and from top to sole, unless there is efficiency in *manufacture* and *administration*, there can be no permanent success in shoemaking. Plenty of concerns know how to make good shoes, but they fail at the crucial point of *Service* and *Profit*.

Getty & Scott pride themselves on one thing above everything else—from top to bottom their establishment is manned by experts and the whole is connected up with the administration in such a way as to spell the very last word in **ECONOMY** and **SERVICE**. By system in the factory the utmost saving in cost and thoroughness of manufacture is secured. The exceptionally favorable buying facilities of so large a concern are further helped by the careful arrangement of lines that enables it to secure *selections* in stock available to few others.

The office and financial arrangements are in charge of Mr. F. S. Scott himself, to whose genius for organization may be attributed very largely the success of the great concern. From his office radi-

ate the various influences that blend the different departments into a harmonious whole.

Mr. Wm. Chamberlain has charge of the manufacturing and sales end. Recognized as one of the foremost and progressive shoemen in the business, his 30 years of experience in the production of footwear in all its various branches, has enabled him to develop the Classic Shoe to its present high

state of perfection and also to produce a shoe at a price with the selling and wearing qualities.

The manufacturing department responds automatically to the demands of the selling end, which is the secret of the "SERVICE" in which Getty & Scott take such pride, and which has given the firm such a reputation for prompt shipments from the Atlantic to the Pacific.

The result of all this is that Getty & Scott in their "CLASSIC SHOES" have accomplished, to an extent that has surprised even themselves, their ambition to put on the Canadian market a line of shoes that have supplanted foreign footwear and have demonstrated the fact that Canadian shoe manufacturers are the peers of any in the world.



WM. CHAMBERLAIN



SHOES FOR THE LADIES

The most comprehensive line of ladies' fine welts, hand turned soles and McKays, made in Canada.

In addition to fifteen of the more staple lines of ladies' boots carried regularly in stock and shown in our latest catalog, we are constantly creating new effects calculated to harmonize with the latest modes in dresses for any and all occasions. These are described from time to time in our supplementary mailing cards which will be sent to dealers only on application.

Place your name on our mailing list and have access to all novelties while they really are new.

Every pair guaranteed to give satisfaction or money back. Write now for free catalog.

GETTY & SCOTT, LIMITED
GALT ONTARIO

CARRIED IN STOCK

Shoes for the Entire Household

Ninety Six (96) Lines of Them



Stylish and serviceable shoes for the young misses in school; made in McKay in all leathers over comfortable fitting lasts.

Thirty-Eight (38) Lines of These



Shoes for the rugged boy. "Look just like Daddy's"; easy on his feet and will wear like iron. Twelve (12) Lines of These.



Thirty-One (31) Lines for the Kiddies. All Leathers, made in flexible, hand-turned soles.

Orders will be Shipped the Day on which they Arrive in our Warehouse.

GETTY & SCOTT, LIMITED

GALT ONTARIO

TRY
THE
AHRENS
SHOE
GUARANTEED
SOLID LEATHER



A Great Manufacturing Centre

(Continued from page 37)

GALT had the same origin practically as the other centres of Waterloo county, owing its beginnings of agricultural and manufacturing supremacy to the Mennonite settlers who came over from the State of Pennsylvania about the year 1800. The Township of Dumfries in which it is situated was originally a reserve of the Six Nation Indians, whose chief was the celebrated Joseph Brant (Thayendinega). English or rather Scotch settlers followed the Pennsylvania Germans under Hon. Wm. Dickson in 1816, and in 1827 John Galt, father of Sir A. T. Galt, of Montreal, and Judge Galt, of Toronto. Galt of course takes its name from the Galts. It became an incorporated village in 1850 and soon manufacturing, on account of the excellent water power of the Grand River, upo which the municipality is situated, began to take hold. It has extensive manufactures in machinery, tools, shoes, underwear, robes, hats, etc., and is to-day busy making war munitions. Its population is placed at about 15,000 but the war has been a heavy draw on its resources in men. It is chiefly noted for its magnificent buildings, particularly its churches, schools, post office and public library.

* * *

Town of Hespeler

Hespeler was originally called Bergietown, after a Mr. Bergie, who built a sawmill on the Speed close to the present town, about 1831. New settlers coming in in 1835 it was called New Hope until 1844, after which the name was changed to Hespeler, after Jacob Hespeler, who, in 1849, built a sawmill, grist mill and distillery and who drained the adjacent swamps and laid out the village in streets. It was incorporated as a village in 1858 and began to take on fresh hope. Hespeler was incorporated as a town in 1901 and has since made rapid strides both in industrial and municipal life. It has a number of fine woollen, furniture, tool and other factories and is above all a city of homes.

* * *

Town of Waterloo

Waterloo as a village is perhaps a little older if anything than Berlin, and boasts a grist mill that has been in existence one hundred years, being built, or at least part

of it, in 1816. It had its struggles and development came gradually. It was made an incorporated village in 1857 and grew steadily until it was made a town in 1876, or six years later than Berlin. Its being off the main line of the Grand Trunk Railway has militated against it in its rivalry with its advancing neighbor, which has out-distanced it several times in population. Nevertheless, Waterloo is a bright, enterprising manufacturing place and is chiefly known as the home of five of the most aggressive furniture factories of the district, a large distillery, a progressive shoe factory and several other industries.

* * *

Town of Preston

Preston owes its existence to the pioneer efforts of the Mennonites who came in from Pennsylvania and to the U. E. Loyalists who left the United States to live under the British flag. The land on which the town is built was owned by Joseph and John Erb and was surveyed and laid out in 1833, its name, Preston, being given to it by Wm. Scollick, who came from Preston, England. It was called Cambridge originally. At the time of its incorporation in 1852 it had an area of about 1,000 acres and a population of 1,600. Preston was made a town in 1899 and has been stretching out at the rate of 500 a year towards cityhood. Its present population is about 6,000. It is a busy centre of manufacturing, producing stoves, furniture, shoes, railroad coaches, etc. The enterprise of its citizens is evidenced by beautiful parks, well paved streets and excellent water and lighting systems.

* * *

Village of Elmira

The village of Elmira, which is situated in Woolwich Township and was founded in 1853, is one of the most important municipalities in the County of Waterloo. It received its charter as a village in 1886 with a population of 760 and an assessment of \$87,000, so that in thirty years it has taken on some growth, although nothing to what it is likely to develop in the next five or ten years. Its largest industries are felt shoe manufacturing, furniture and woodworking. Two large felt factories are established here and a large furniture factory.

Collis Leather Co., Limited



The Modern Tannery where Collis Calf is made

Manufacturers of

COLLIS C A L F Leathers

In Colors and Black

Aurora - Ontario - Canada

“THE EVERYDAY SHOE”

is everything the name claims for it. It has the **STYLE** that makes it fit for **SUNDAYS**, and it has the material and workmanship that give it the stability to stand up against the



SIX DAYS' WEAR

on the farm, in the factory, or anywhere you may put it.

A satisfied customer who lives in the country, wrote, saying he wore **EVERYDAY SHOES** two seasons, had them half-soled twice and the uppers are as good as when he got them. Satisfied customers are **WHAT TELL!**

ASK YOUR JOBBER FOR EVERYDAY SHOES

THE T. SISMAN SHOE CO. LIMITED
AURORA, ONT.

THE SHOE INDUSTRY

(Continued from page 49)

about 21,000 square feet. It consists of three storeys, well lighted from every side, on a concrete foundation, being solid brick, mill construction throughout. Considerable new machinery has been installed, and the firm contemplate employing approximately 150 hands, and, with the newer and better conditions under which the employes will have to work, they expect to materially increase their welfare. Mr. Clayton Hurlbut is not only a hustling shoe manufacturer, but takes a great interest in Preston and its enterprises, as well as in the affairs of the county.

SOLID LEATHER SHOE CO., PRESTON

The Solid Leather Shoe Co., Preston, manufacture a line of women's McKays only. Mr. S. H. Parker is the manager, and his wide connection with the shoe jobbing trade of Canada gives the concern a firm hold on shoe handlers in the Dominion. Mr. Harry Steele is the superintendent of the plant and is a thoroughly practical, experienced man, who has brought the factory up to its high state of efficiency, thus getting every pair out of the plant that can be gotten out with the present floor space and equipment. The concern, under the present management, is establishing a confidence that will, no doubt, push the capacity to its fullest and call for enlargement.

A NEW SHOE FACTORY

On Breithaupt Street, Berlin, is being erected a new brick factory that will make the "Lady Belle Shoe." The building is of red pressed brick, 45 x 100 feet, concrete mill construction, two storeys and basement. It will be run by Hydro power and employ fifty hands. The concern will make a complete line of ladies' McKay shoes, both high and low, of high-grade quality. A. A. Armbrust will have charge of the sales and Alex. Inrig will have charge of the manufacturing end. Both Mr. Armbrust and Mr. Inrig have been identified with the shoe trade of Berlin for a number of years. The name of the concern is the Lady Belle Shoe Co., Limited, and their line, as announced in this issue, will shortly be on the road from coast to coast.

FINDINGS SUPPLY HOUSE

The International Supply Co., the first findings and supply house in Berlin, opened for business in April of this year. H. N. Lincoln and H. O. McDowell, both formerly with Puritan Manufacturing Co., Boston, are the owners. Great care was used in the selection of lines with the result that all goods handled are of the highest quality. All the firms represented are known personally and are among the most reliable manufacturers in the United States. Much of the business is handled by direct shipment, although the smaller items are carried in stock. That the shoe manufacturers of Ontario appreciate the inauguration of this business is evidenced by the rapid growth. Quality and service are the watchwords of this business.

PRESIDES OVER LARGE INTERESTS

In the pages referring to "Busy Berlin" will be found a splendid likeness of J. H. McKechnie, who was elected President of the Canadian Consolidated Rubber Co. in April last. Mr. McKechnie is an esteemed gentleman who has spent almost all his life in developing the rubber industry of the Dominion. In 1883 he launched the Granby Rubber Co., which is now one of the associated companies of the Dominion Rubber System. Mr. McKechnie is a genial, kindly associate who has during his busy career made

numerous personal and business friends, and his elevation to the Presidency of the Dominion Rubber System a few months ago on the retirement of D. Lorne McGibbon, was a tribute to his worth, sound judgment and ripened experience.

NARROW FABRIC WEAVING & DYEING CO., GALT

Mr. E. M. Grove is the general manager, having taken charge September 1st. The firm was established in 1912. Their chief business is labels, shoe pulls, galloons, shoe facings; also they manufacture a line of skirt belting. They have recently secured the services of Mr. Adam Bradle as superintendent of the plant, who has had thirty years' practical experience in the business. They have a competent staff to originate new designs, and the patterns are made right on the premises. They also do their own dyeing.

COST OF DOING A SHOE BUSINESS

Recently a certain retailer doing a business of about the volume done by the average shoe man in a village or small town, submitted an inquiry to the Shoe Retailer, which contained some interesting figures. His stock was worth at invoice price, \$4,200; his receipts last year were, \$10,943.70; his gross profits, \$2,188.74; annual expenses in the way of light, heat, rent, delivery, etc., \$725, while the retailer paid himself a salary of \$18 per week. The writer asked how much it cost him to do business, overhead expenses, percentage and weekly profit.

The following answer was given, which will be read with interest:—

The profit on business done, figuring selling price, is exactly 20 per cent.

The expense of doing business including \$18 per week salary, is \$1,661.

The percentage of expense to business done is 15 per cent.

The net profit on business done is 5 per cent.

The turn of stock is 2.13 times.

The net income from investment of \$4,200 (conceding invoice price of stock to be actual price of stock) is 12½ per cent.

Our subscriber is certainly to be complimented on the low expense rate of doing business. The average rate of expense of doing business to-day is in excess of 20 per cent.

At the ratio of profit to business done at 20 per cent, our subscriber is forced to keep down his expenses. Should they get to 20 per cent a loss would result each season. In this day of high expenses, a rate of less than 25 per cent profit is hazardous. A great many large concerns are striving for a 33 1-3 per cent profit, and some for even 40 per cent.

If our subscriber's stock of \$4,200 is actually worth \$4,200 on the market to-day the inventory is commercially correct. If, however, it contains a large percentage of stock that must be carried to the corresponding season next year, the probabilities are it will depreciate in value. This depreciation should be considered and figured off at inventory time.

For the sake of argument, for bigger percentage of profit, let us suppose that a loss of \$1,000 is taken. This reduces the value of stock to \$3,200, reduces the profit to \$1,188.74, and shows an actual money loss to the merchant of \$572.26.

Following out the supposition that a 25 per cent. loss is taken, a profit of 25 per cent. on business done is necessary for the merchant to break even. Actual figures show a money profit of \$74.95 on such transaction.

NEWSY HAPPENINGS FROM OLD QUEBEC

J. C. Leclerc, formerly manager for O. Goulet's shoe factory, has taken a similar position with E. Thivierge.

Edgar A. Shee, who represents the Robson Leather Co., of Oshawa, Ont., has returned from an extended business visit to England, France and Italy. He reports having had a successful trip and took large orders for military leathers, for which there is a brisk demand abroad.

Legace & Lepinay have installed several new lasting machines and have increased the capacity of their factory to seventy-five cases a week.

Dugal & Matte, tanners, have erected a new wing and installed a new boiler. The capacity of the plant has been increased and the firm is very busy on patent and moccasin leathers.

L. S. Odell, who was for many years with Fisk, Limited, of Montreal, was calling upon his old friends in Quebec recently. He is now selling cottons on his own account and booked a number of good orders.

Raoul Richard has opened a new factory at Les Saules, for the making of shanks, and expects to be supplying the trade in a short time.

A local tanner has received an order for five thousand horse hides from a Quebec shoe manufacturer, and is obtaining the supply of horse hides from Chicago.

Among the recent visitors to the city were W. A. Yorke, representing Geo. J. Kelly & Co., Lynn, Mass.; O. H. Hymmen and A. Isseman, of the Walpole Rubber Co., Montreal, with several lines of new rubber heels; J. D. Dickenson, tanner, of Woodstock, N.B.; H. C. Parker, of Parker-Irwin, Limited, Montreal.

HEAVY ORDERS GIVEN FOR ARMY SHOES

It is understood that the Department of Militia has recently placed orders with Canadian shoe firms calling for over 400,000 pairs of the regulation type of army boot and 250,000 pairs of canvas rest shoes. Several factories have been awarded large orders and among them are Ames-Holden-McCready, Montreal, 200,000 ankle boots, 105,000 rest shoes; Dufresne & Locke, Maisonneuve, 60,000 ankle and 60,000 rest; Corbeil Limited, Montreal, 10,000 ankle; Tebbutt Shoe and Leather Co., Three Rivers, Que., 20,000 ankle; The John Ritchie Co., Quebec, 50,000 rest; Plessisville Shoe and Leather Co., Plessisville, Que., 25,000 rest; J. A. & M. Cote, St. Hyacinthe, Que., 8,000 ankle; The Regal Shoe Co., Toronto, 25,000 ankle; King Shoe Co., Toronto, 25,000 ankle; Western Shoe Co., Berlin, 15,000 ankle; John McPherson Co., Hamilton, 35,000 pairs ankle; Brandon Shoe Co., Brantford, 20,000 pairs ankle. It is understood that orders have also gone to Aylmer Shoe Co., Aylmer, Ont.; Amherst Boot and Shoe Co., Amherst, N.S.; Hartt Boot and Shoe Co., Fredericton, N.B.; J. M. Humphrey & Co., St. John, N.B.; J. Leckie Co., Vancouver, and others. The average price was \$3.85 per pair for the ankle boots. Deliveries must begin in December and all allotments be completed by April 1st next.

THE KAUFMAN RUBBER CO., LIMITED

(Continued from page 51)

being doubled four years ago. Jacob Kaufman, the founder of the business, has been a resident of Berlin for forty years, and is one of the most respected citizens of that go-ahead centre. His two sons, A. R. and M. R. Kaufman, are actively identified with the business, A. R. being manager and M. R. secretary. They were both educated in Berlin public schools and Collegiate Institute, and afterwards attended Toronto University. W. E. Wing is the energetic sales manager of the company, who have branches in all the leading cities,

from Vancouver to Charlottetown, having recently opened up warehouses in Quebec City and also three warehouses in the West—at Winnipeg, Saskatoon and Edmonton. In about seven years, not only has the floor space of the company been doubled, but also the output as well, and "Lifebuoy" and "Maple Leaf" brands of rubber boots and shoes, as well as tennis goods, are now sold all over Canada, and enjoy a reputation and standing, of which the firm and its customers may well feel proud.

Thus it is that Berlin stands to-day in the very front rank of rubber shoe producing centres and with the Dominion Tire Company constitutes one of the most important rubber centres on this continent. It is or undoubtedly will be the hub of the rubber industry of the Dominion.

GREAT WEST FELT CO., LIMITED

(Continued from page 53)

This firm was organized in 1910 and has since that time shown marked development—their output being fully doubled in four years. They manufacture the celebrated "Cold Proof" Felts and have a capacity of 800 pairs a day. The factory has about 50,000 square feet of floor space and employs about one hundred hands, and the property upon which the factory is built comprises some six acres. The line comprises high grade felt and felt boots, shoes and slippers for men, women and children in heavy and fine grades. Mr. Oscar H. Vogt, the managing director, is to be congratulated upon the success to which this firm has attained, not only with regard to the character of the goods but the wonderful growth of output.

A PHENOMENAL CAREER

(Continued from page 45)

For the exercise of his natural bent towards manufacture and management. In the four years he was with the Berlin Rubber Mfg. Co. he helped to lay the foundation of its success, his indefatigable energy and genius for organization leading to surprising results. With the desire for a wider sphere for his talents he organized in 1903 the Merchants Rubber Company, and for four years he gave his whole heart to the putting of this enterprise not only on its feet but in the very front of rubber shoe manufacturing.

Early in 1907 the Berlin Rubber Mfg. Co. and the Merchants Rubber Co. were absorbed by the Canadian Consolidated Rubber Co., Limited, of Montreal, and shortly after Mr. Rieder was made manager of the rubber shoe divisions of all its rubber factories. He later became a director and finally vice-president and general manager of all its rubber shoe factories.

Mr. Rieder holds as well various offices in the directorate and management of the various concerns within the sphere of the Canadian Consolidated Rubber Co., Limited, which comprise the Dominion Rubber System, and the Canadian Consolidated Felt Co., Limited, and is practically the controlling or at least directing force in all these great enterprises. He is also identified with a number of other enterprises in and about Berlin.

If it may be said of anyone it may most truthfully be said of T. H. Rieder that he has won his spurs. There has been no string pulling and no pushing himself forth for preferment. He has won out by sheer ability and downright devotion to the business he chose as his calling. Go where you will you will hear men who are competent to judge say that he is the right man in the right place. Best of all, he is one of the few young men attaining eminence who has not lost his head. He is as unassuming, and even deferential towards those who meet him as he was in the days when he tabulated the first orders of the Berlin Rubber Mfg. Co. It was largely through his efforts that the Dominion Tire Co. was established at Berlin, and in many other ways he has shown his interest in the growth and success of the City of Berlin.

MAKE MILLION PAIRS ITALIAN ARMY SHOES

Canadian Factories Negotiating to that End—John S. King, Who First Submitted Samples, Had Thrilling Experience During Zeppelin Raids in London—Bravery and Fighting Spirit of Canadian Lads is Subject of Much Favorable Comment

A million pairs of army boots for the Italian Government is what Canadian shoe manufacturers are figuring on at the present time. It is understood that the price is around \$3.85 per pair and the boot is a Goodyear welt, made of russet grain leather with the flesh side out, with slugged heel and hob nails on the forepart. If the contract is landed the work will be distributed among the factories in Quebec, Montreal and Ontario.

Several meetings have been held in connection with the large undertaking and negotiations have been opened between the Trade and Commerce Department of the Federal Government at Ottawa and the Italian authorities. A. L. Johnson of Ames-Holden-McCreedy, Montreal, John Ritchie of Quebec, A. Brandon of Brantford, and J. S. King of Toronto, were in New York last week looking into the leather situation and submitting samples to M. Pagani, Chairman of Purchasing Commission for the Italian Government. An interview was held with the Ottawa authorities, and the outcome of the negotiations will be awaited with interest. The one obstacle that may loom up is that several factories in Canada, having big orders for Canadian army shoes to fill at the present time, may not be in a position to turn out the Italian army shoes in sufficient numbers and give deliveries as promptly as desired.

How Business was Started

The negotiations have been brought about by J. S. King, of the King Shoe Co., Toronto, who returned last week after spending four months abroad in the interest of the Ontario Shoe Manufacturers' Association. He had several interviews with representatives of the British and French Governments in the matter of securing contracts and carried the work further. He submitted a sample army boot some time ago to M. Hallen, Consular agent for Italy in Paris, and had frequent interviews with Commander Nardi, Chairman of the Italian Purchasing Commission in London. The sample from Canada was some months ago approved but, since then prices have changed and the Italian Government required another type of army boot, which was made according to specifications and sent to New York. Mr. King reports that there is little possibility of Canadian shoe manufacturers securing any orders for the English and French armies due to several reasons, among them being that home factories are practically meeting all demands, and then again it is difficult for Canadian manufacturers to compete owing to the lower wage scale in the Old Country, the high rate of exchange, delivery in ample time, constantly increasing costs, etc.

Pandemonium During Air Raids

"Yes I was in London during two of the Zeppelin raids," remarked Mr. King, "and there was great excitement; many had thrilling escapes. In the first raid there were 156 persons killed and in the second 120. The block, near which I was at the time of the first midnight invasion, had many buildings wrecked. There was shattered glass, dismantled walls and demolished roofs on all sides. The populace rushed everywhere for shelter when the concussion shells were dropped by a passing Zeppelin, sailing some 3,000 feet up in the air and traveling at the rate of forty miles an hour or more. Fragments of the shells flew in all

directions; I sought shelter behind an iron shutter. One of my fingers was caught by it and the nail torn off, but I did not feel the injury at the time, so great was the excitement. Search lights were trained on the invaders and guns fired from the tops of the buildings. The noise, explosions and clamor I will never forget. The scene was indescribable. I was told that eleven persons, who were in a bus which was struck by flying pieces of a shell, were all killed and portions of their bodies scattered everywhere.



THE BOOT WORN BY THE ITALIAN ARMY. IT IS ONE VERY SIMILAR TO THIS, WELTED, WITH HOB NAILED FOREPART, OF WHICH CANADIAN MANUFACTURERS MAY MAKE ONE MILLION PAIRS. THE WEIGHT IS TWO POUNDS TEN OUNCES PER PAIR.

A lady, to whom I was speaking, told me later of picking up a glove in which was a human hand. In the Zeppelin raids over London about one thousand have met death."

Mr. King was asked what effect conscription would have in Great Britain and replied that it was difficult to tell. In the smaller towns and villages men had been enlisting in larger numbers than in the greater centres of population, and the prospect of conscription would likely result in every man—single men, at any rate—in London and the larger places coming forth in greater forces. Business had not been disturbed nearly as much by the war in Great Britain as in Paris where women were to be found driving taxis, cleaning the streets and performing other duties which had been attended to by men. Society ladies, wives of men of wealth and influence before the war, who had their busi-

nesses ruined, were to be seen knitting socks, rolling bandages, selling flowers and newspapers in order to provide comforts for the men at the front. Bereft of everything in the way of worldly possessions their one thought was for the boys in the trenches. No man physically fit to fight, who had not a military uniform on, would be recognized by a lady. Some of the soldiers in France who had been at the front, were now being withdrawn from the lines in order to work in the munition factories. The whole aim and purpose of the people is to win and they are exhibiting an admirable spirit of loyalty and self sacrifice.

Close to the Firing Line

Mr. King was within fourteen miles of the trenches on several occasions and visited the battlefield of the Marne and other spots made historic and memorable by the war. In his business relations with the French Government he crossed the English channel fourteen times and the scrutiny and examination which each passenger is subjected to is minute in the extreme, as a decidedly sharp outlook has to be preserved to detect spies, secret agents and emissaries of all kinds who may seek admission to England. While in London Mr. King made his headquarters at the Automobile Club, and met many Canadian officers and others who were on leave. He found them all enthusiastic fighting men, animated by one controlling spirit and that was to do their bit to conquer. The terrible tragedy of the strife, the awful carnage, the tremendous hardships, the merciless temperament of the Teutons, their ruthless shattering of homes and cities, their utter disregard for human life, the barbarities and callousness can only be realized by those who have been at close range.

The Britons Know No Defeat

When will the war end? That is a question which no man can answer and Canadians are in as good a position to form an intelligent opinion as one who has visited the fighting zone. But of the final outcome, Mr. King and all those whom he met, have only one feeling, and that is the Allies will win. How long that will take no man can tell. Everywhere the loyalty and devotion of Canada and Canadians to the cause of the Empire is praised, and warm words of appreciation spoken of the valiant conduct of the boys at the front, their gallant attitude and their fighting spirit. The name of Canada, when the history of the contest is written, will loom lustrous in the deeds of achievement and in the important part played in the greatest struggle that the world has ever known, for liberty and progress and the ultimate triumph of justice and right.

NEW TYPE OF RUBBER HIP TRENCH BOOTS

Some time ago the Quebec division of the Canadian Consolidated Rubber Co. received the large order of 55,100 pairs, for special rubber hip trench boots required by the British soldiers in Flanders. T. H. Rieder, vice-president and general manager of the company, personally supervised the production of this special order at the mills and one outstanding feature is that the maximum daily mill production reached over 1,400 pairs. The job of filling the complete order, including all the preparations for making, etc., required only forty-five working days. This is a record achievement. The hip boot supplied differed in some measures from the regular lincs turned out by the company. The drill used in the skirt was extra heavy and the opening at the mouth was wider than in the standard article. The extra width was required because the war office expect the soldiers to wear additional clothing during the winter, and, therefore, extra space will be needed at the top of the boot. A special depth was also allowed in the foot, as a felt insole will

be used, and also two pairs of heavy woollen socks. The straps at the ankle and knee were furnished with automatic buckles. The boots were packed twelve pairs to a case, and each case



was specially made and metal strapped around the edges. J. M. S. Carroll, manager of the Quebec division, reports that the company have just been called upon by the British war office to supply an additional quantity of rubber hip trench boots, similar in every respect to the 55,100 pairs shipped recently. The new order must be delivered in Montreal by the end of the month. It is interesting to note that in the size roll, applying to each 1,000 pairs, the following is the latest schedule that prevails—11 fives, 78 sixes, 226 sevens, 338 eights, 223 nines, 95 tens, 22 elevens, 7 twelves.

NURSERY CO. NOW INCORPORATED

The Nursery Shoe Co., Limited, of St. Thomas, Ont., who have been carrying on business in that city for the past five or six years, have become incorporated. The capital stock is \$50,000 and the new company are empowered to acquire the business and good will of A. E. Medcalf, who is going to the front. The incorporators are A. E. Medcalf, manufacturer; W. E. Fry, accountant, and E. E. Boye, factory superintendent.

MAKE YOUR XMAS WINDOW DELIGHT TO ALL

An Effective Background that may be Easily Installed—A Trim that May be used with Slight Variations by both Small and Large Footwear Establishments—Now is the Time to get Things Ready for Yule-Tide Season

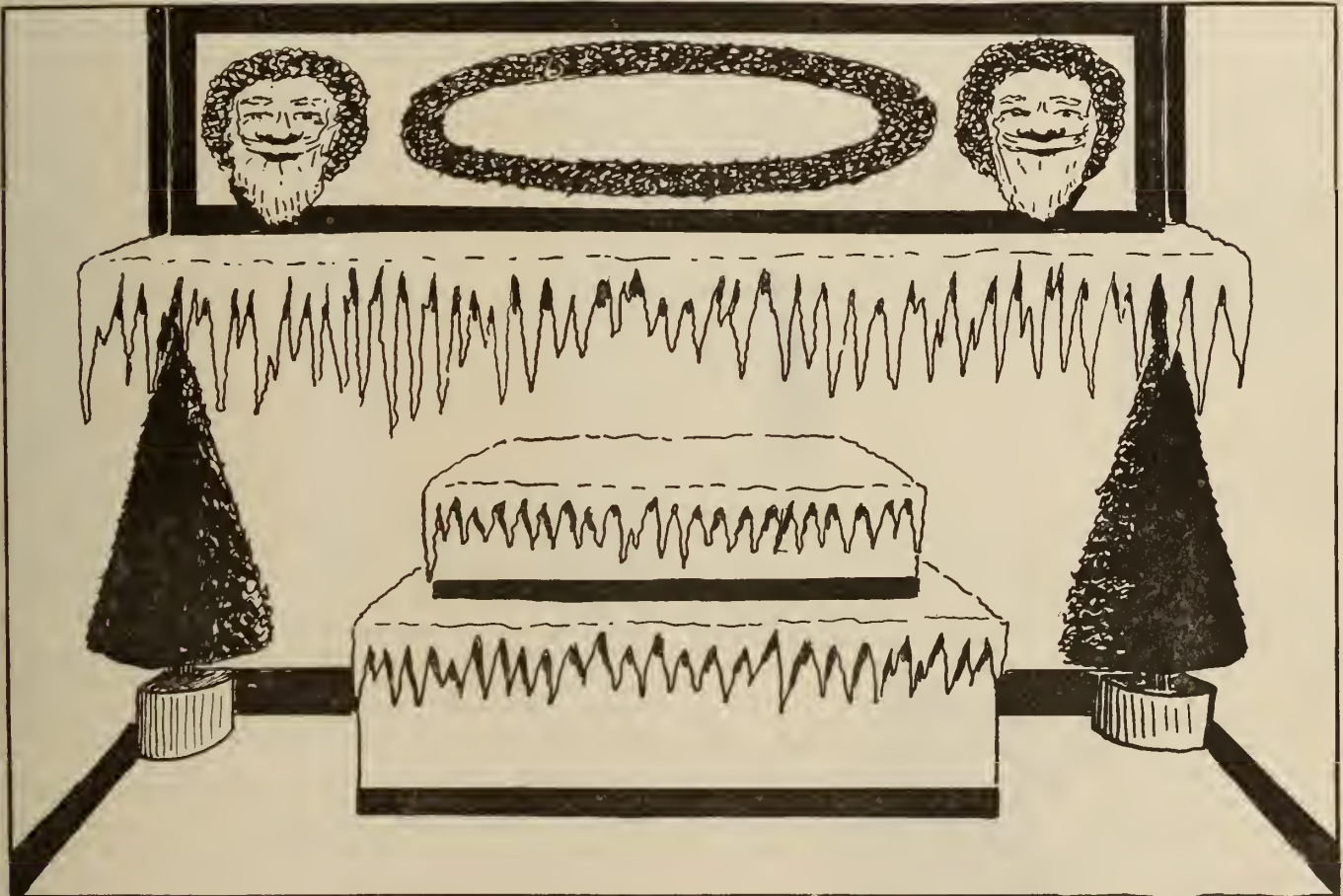
At no other season of the year is so much effort made to put in an attractive window display as at Christmas. At this time many merchants, who, as a usual thing, do not go in for extra fine trims, exert themselves in a most surprising manner and the result of this extra effort is usually well worth the trouble.

Our drawing this month shows a Christmas trim that can be used, with slight variations, by merchants in small towns as well as in the larger cities.

The back, sides and floor of this window are covered with white felt or crepe paper. The felt is really to be pre-

pared with borax and water and allowing them to dry. In dry weather it sometimes takes several dippings and dryings before the desired effect is obtained. After the icicles are dry they may be tinted with a pale mixture of Diamond dyes. Very pale green is the most desirable color for this purpose as it serves to increase the "icy" appearance of the finished icicles. When the icicles are ready to use they should be tacked or pinned in place and the heads of the tacks or pins covered by "fluffing" the cotton a little.

In Figure 2 we show the details of the construction of the small trees, which sit in the rear angles of the window.



ferred if it is obtainable, as it is much more durable. It can be used several times before it becomes too much soiled, when it can be dyed and used again.

After covering with the felt, fasten the shelf in place. Any rough lumber may be used for this shelf if one is not already installed in the window.

The "dais" in the centre of the window may be made of packing cases, and should be covered with the felt like the rest of the wood work.

Next, outline all the angles with bright red satin ribbon. Use a width of ribbon to correspond with the size of the window.

Now you are ready to put in the "icicles," which you should have prepared the day before. These are made by dipping rolls of cotton-batting in to a strong solution of

If you can obtain a couple of small balsam trees early enough to use, you will be saved the trouble of making them, although it is not a difficult task to do so. Figure 2 "A" shows the frame of the tree. To make this you require the following articles,—A broom-handle, four straight pieces of light wood, two narrow strips and one full sheet of heavy card-board, and a small conical block of wood, such as are used in rolls of wrapping paper.

We do not need to make a whole tree as it is set in an angle and will take up less space if only a "quarter-round" tree is used. To begin, fasten the four straight pieces of wood (after cutting to the required lengths) to the broom handle so as to form two right angles as shown in Fig. 2 at 2. To the ends of these pieces fasten the two strips of heavy cardboard so as to form two quarter circles also shown at

Fig. 2, 2. Two pieces of wooden hoops would be better, as they are stronger. To the top of the broom-handle fasten the conical block as shown at Fig. 2, 1. You are now ready for the shell, which consists of a triangular piece of cardboard fastened to the frame as shown by the dotted lines, Fig. 2, A. After the shell is complete, it is to be covered with a dark green crepe paper, which has first been cut into narrow strips and fringed as shown at Fig. 2, C. Fig. 2, B, shows the manner of applying the paper. Beginning at the bottom, the first strip is pasted on, the second is

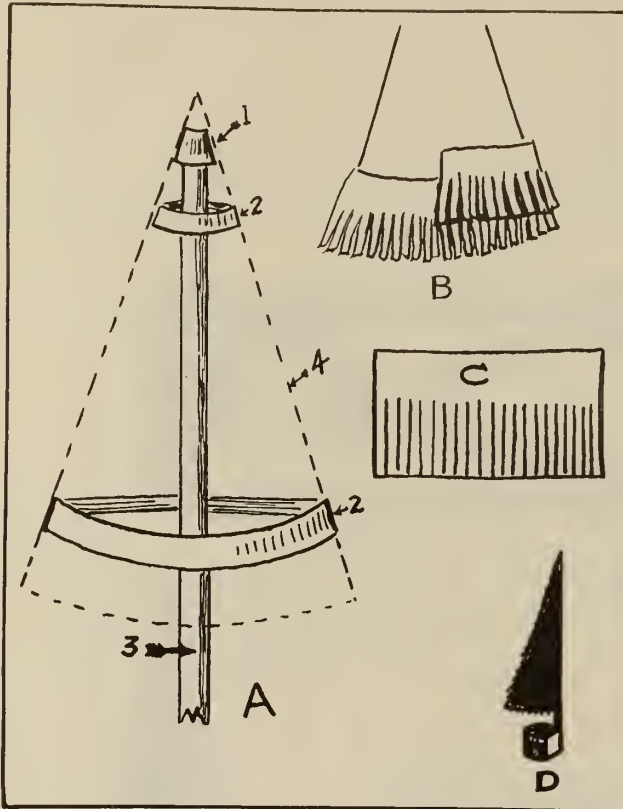


FIG. 2

past over the first but slightly higher up so that about half of the first strip shows below it. The other strips are applied in the same manner until the whole frame is covered. After the paste has dried, "ruffle" the paper slightly by curling the edges over the fingers.

The "wreaths" and letters in the panel of the background are made of "Evergreen" and the Santa Claus heads are masks which are fastened in place before the wreaths are put up.

A few sprays of holly branches can be used in this window to good effect. Appropriate price cards can be made by gumming some of the fancy Xmas stickers, sold by stationers, onto ordinary visiting cards, and lettering in red.

The foregoing description of the way this window is made should be easy to follow, so, get busy now for Xmas.

USING NATURE'S GIFTS IN WINDOW DISPLAYS

Several very attractive windows have been recently installed by a number of shoe retailers in Toronto, in which they made use of the products of the field, the forest and the garden. Among those who recently used wheat and oat straw in an effective display were the stores of A. Neale and John Merner, Bloor street west, Toronto. These windows were superseded a few days later by the striking tints of autumn leaves arranged with good taste, the price of each shoe being marked in white upon maple leaves, which made unique tickets. John McCullough, College street, Toronto, lately had an appropriate window trim in the shape

of a pot suspended by a chain from three poles in tripod arrangement, while underneath the vessel was a pile of brush, leaves and sticks. A ruby electric light gave every appearance of a fire being kindled. A neat show card stated that "the Gypsies were on the inside." Other shoemen also adopted this idea. Another footwear merchant who made an attractive showing recently, was Warren T. Fegan, 88 Queen street west, Toronto. At the back of the window an arch was formed of wheat and oat straw. The floor was covered with a liberal quantity of wheat berries. Appropriate mottoes on the abundance of Canada's harvest and smart show cards representing garden produce, the name of which, when filled in by the reader, completed a pithy statement or a short announcement, created much interest. The show cards were the product of the brush of Fred. Henry, who is an artist in his line. It will be remembered that the first time wheat straw and berries were used in Toronto with admirable effect, was in the establishment of Alex. Chisholm, Dundas street, while the Slater Boot Shop, Yonge street, also employed wheat sheaves with commendable results in "The Harvest of Good Shoes." There is no season of the year when the shoe retailer can secure cheaper, more appropriate or more valuable accessories for window decorations than during the autumn and early winter months.

PORTER GUILTY BUT RESERVE CASE GRANTED

J. H. Porter, who formerly conducted the Porter Shoe Stores in Toronto, came up for trial before Judge Winchester recently in the Criminal Court, Toronto. After the evidence had been put in T. C. Robinette for the defendant made a strong argument that his client was not liable under Section 417 of the Criminal Code, which reads as follows:

"Everyone is guilty of an indictable offence and liable to a fine of eight hundred dollars and to one year's imprisonment who,—

"(c) being a trader and indebted to an amount exceeding one thousand dollars, is unable to pay his creditors in full and has not, for five years next before such inability kept such books of account as, according to the usual course of any trade or business in which he may have been engaged, are necessary to exhibit or explain his transactions, unless he be able to account for his losses to the satisfaction of the court or judge and to show that the absence of such books was not intended to defraud his creditors."

Because he had only been in business nine months before the assignment, Mr. Robinette contended that before Porter could be held liable it was necessary that he should be in business as a trader for a period of five years before his insolvency.

Judge Winchester over-ruled Mr. Robinette's contention, and found Porter guilty but granted a reserve case, and in the meantime Porter is allowed out on bail until judgment is given by the Court of Appeal.

This means that the question will be submitted for the opinion of the Court of Appeal as to whether or not a man can be convicted as in this case unless he has been in business for a period of five years. If Judge Winchester's decision is upheld by the Court of Appeal, Porter will appear for sentence early in December.

Another dividend of five per cent. has been declared by the assignee, A. S. Crighton of the Canadian Credit Men's Association, making the total payments up to the present, 52 cents on the dollar.

G. Campbell, manager of the shoe findings department of the Great West Saddlery Company, Edmonton, recently entered the bonds of matrimony. He has been with the Great West Co. a number of years and is well known to the trade throughout Alberta.

AMONG THE SHOE MEN.

Percy J. Milburn, of Montreal, representing Marlatt & Armstrong Co., Limited, spent a few days in Toronto last week.

Ed. R. Lewis, dealer in leather, 21 Scott street, Toronto, has, in addition to his other lines, been appointed Ontario representative for Paul Galibert, Montreal, who specializes in glazed and chrome kid. It is reported that there is a scarcity in the cheaper lines of kid leathers, while the better grades, selling from 16 to 28 cents per foot, are in very active demand.

Mr. Sauve, of Sauve & Perras, leather dealers, Montreal, spent a few days in Boston recently.

J. & T. Bell, Limited, Montreal, who recently placed on the market a new "Unlocked Process" shoe, which is scientifically built on anatomical lines, and specially constructed to give perfect foot comfort, muscle development and good blood circulation, report that there is a strong demand for this shoe. The "Unlocked Process" consists in the insole not being stitched on the inside at the shank, with the result that it gives even body weight and balance, and is so built that it furnishes a constant uplift to the shank, serving the purpose of an arch support, and at the same time being exceptionally easy on the foot.

A. M. Reid, manager of the Regal Shoe Store, Saskatoon, has returned to his duties, having recovered from an attack of typhoid fever.

A new shoe factory is being opened at Cap Magdelaine, near Three Rivers, Que., for the making of men's, boys' and youths' McKays and Standard screw by Roy & Co., who recently acquired the effects of the Laurentide Shoe and Leather Co., of Grand' Mere.

There has been an advance recently in the price of sole leather, and the majority of manufacturers report that their output has been ordered in large quantities, and their business was never better. On hemlock sole the advance averages about one cent and on oak two cents. No. 1 oak sides for manufacturing are now selling for 38; crops, 44; backs, 48½; bends, 53. Hemlock No. 1 sides are selling at 34½; crops, 39½; backs, 43; bends, 48.

S. L. Lawther, representing the Anglo-Canadian Leather Co., Toronto, returned recently from a three weeks' successful business trip to the Maritime Provinces.

L. S. Odell, for over thirty years with Fisk, Limited, Montreal, is now in business for himself, having offices in the Shaughnessy Building on McGill street, Montreal. He is handling patent, kid and split leathers, and also various supplies in the lines of cotton, cement, etc. Mr. Odell has associated with him his son, and reports business as being very good. He recently paid a visit to the factories in Quebec and secured a large number of orders.

The Ottawa branch of the Canadian Consolidated Rubber Co. is now located in its new building on Cooper street, in that city, which is well appointed, admirably lighted and meets the demands of their growing business, under the direction of E. M. Zavitz.

The last edition of the "Miner Monitor" says: "The majority of retailers, when displaying rubbers, put them in the window separate from the shoes. Rubbers catch the eye of the prospective buyer more quickly if each rubber is displayed on the style of shoe it is made to fit. The latest models, especially, look smarter, if shown in this manner, and it also makes a more attractive window display."

The Davis Leather Co., Newmarket, have purchased

the old Eagle Hotel property adjoining the G.T.R. station in that town. The Newmarket Era says: "Just what use will be made of the property is not known, but it is hoped it may be converted into a shoe factory. The premises are very suitable for that purpose."

The untiring efforts of Clarence F. Smith, formerly general manager of Ames-Holden-McCreedy, Limited, Montreal, who has done such a vast amount of patriotic work since the outbreak of war, were honored last week by General Sir Samuel Hughes, when he was made an Honorary Colonel.

George Artzberger, 67 years old, a wealthy shoemaker, has closed his 1915 playing season with the team of Wittmer, a suburb of Pittsburgh, Pa., the strongest amateur team in Allegheny county. During the season he played sixty-one ball games. His official batting average is .326. In the field his mark was .970. Artzberger plays outfield positions equally well. In a game August 30th he made five hits, scored four runs and stole two bases. He claims to be the oldest active ball player in the world, and declares that he can run bases, hit and throw as well as he could when he was forty years younger.

T. J. Mullins, of the Toronto staff of the Kaufman Rubber Co., received the sad intelligence last week of the death of his father, Michael Mullins, in Halifax, who passed away from pneumonia in his seventy-third year. His wife, six daughters and three sons survive.

C. A. Brouillard, who has been superintendent of the Jas. Muir Co. factory in Montreal, has accepted a position with the Scott-Chamberlain Co., of London. He is succeeded by C. Drolet, formerly with Geo. A. Slater, Limited.

GYPSY BOOTS FOR THE MEN

Now that the "Gypsy" boots are such reigning favorites with women, is there any reason why a man should not don this style of shoe? The Preston B. Keith Co., of Brockton,



Mass., have brought out the first one of this kind. The pattern is an attractive and practical one and the boot is said to be comfortable on the foot. The style illustrated here (which appeared recently in the Boot and Shoe Recorder) has a glazed Kangaroo upper, with all the features of the Gypsy pattern, low heel, flat tread and recede toe.

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The publishers of the Shoe and Leather Journal reserve the
right to reject any matter furnished either for the advertising
or the reading columns.

O. M. Brooks, special repair man on the U. S. M. Co. staff, Montreal, has been spending some time in Ontario calling upon the various shoe repairers who have installed U. S. M. Co. outfits.

That much leather is being shipped to Great Britain is evidenced by the fact that the export returns for the month of August last show that Canada sent to the Old Country 8,173 hundredweights, whereas only 3,087 hundredweights were shipped in August, 1914.

F. C. Wilkinson, shoe retailer, of Owen Sound, Ont., was in Toronto last week calling upon the trade.

The McCall Shoe Co., Toronto, have opened another store on Queen street east, near Logan avenue, making five stores that the company operate in the city.

A. L. Johnson, general sales manager of Ames-Holden-McCready, Limited, Montreal, was in New York last week on business.

George G. Lennox, wholesale shoes, Winnipeg, has placed his affairs in the hands of the Traders Trust Co., and at a meeting of creditors on October 25th it was decided to hold a trade sale of the stock for fourteen days, giving a twenty per cent. discount off cost price. Five inspectors were appointed, representing the Kaufman Rubber Co., Murray Shoe Co., Elmira Felt Co., Great West Felt Co., and St. Arnaud, Biron & Co. The financial statement presented showed assets of some \$316,000, of which \$130,000 consists of real estate, \$86,000 book accounts, and the balance in stock. The liabilities to the trade are some \$153,000 and to the Bank of Ottawa \$123,000. The indirect liabilities are \$160,000, consisting of paper discounted, etc.

Alex. Ross, shoe buyer of the Right House, Hamilton, was in New York last week on business.

C. S. Sutherland, manager of the Amherst Boot and Shoe Company, Amherst, N.S., received a cablegram recently announcing that his son Norman Sutherland had

been wounded in the arm and was now in a hospital. Norman Sutherland enlisted with the Kingston Engineers last spring and has been in France about six weeks.

L. B. Hutchison, manager of the Toronto branch of the Kaufman Rubber Co., spent a few days recently in Quebec on business.

John Clarke, aged 49 years, a shoemaker living at 7 Maisonneuve street, Montreal, dropped dead a few days ago while working at the bench, 2445 Papineau avenue, in that city.

A new shoe store has been opened at 283 George street, Peterboro, Ont., by Charles Feinberg, who has had considerable experience in the trade.

J. J. Connor, western Canada representative of McLaren & Dallas, Toronto, returned from an extended trip through Alberta and Saskatchewan last week and left again for north-western Ontario on another business visit. Mr. Connor reports that business in all the smaller centres of the west has greatly improved and buying is more liberal than last year. It is expected that conditions in the larger places will also pick up soon and the crop, which so far has been threshed, is being moved with wonderful rapidity.

The fine new factory of the Hurlbut Co., Preston, Ont., is now completed, and some of the departments are already in operation, including the cutting and fitting rooms.

The Western Shoe Co., Berlin, has installed two Ideal clicking machines; Beal Bros., Toronto, a Hungarian nailer, a loose nailer and an eyelet machine for their larrigan department; and the Adams Shoe Co., Toronto, a lacing machine, which were supplied by the U. S. M. Co.

A warrant was recently sworn out for George S. Hubble, Montreal representative of Clarke & Clarke, Limited, leather manufacturers, 331 Christie street, Toronto. The police claim allegations have been made that \$3,000 worth of stock is missing from the Clarke stock in Montreal. F. G. Clarke, President of the firm, was in Montreal recently in connection with the affairs of the office there.

Mrs. W. J. Barr, of Ottawa, shoes, recently assigned.

The McQuay Tanning Co., Limited, Owen Sound, Ont., are increasing their output with an addition to their plant, 65 x 45 feet. A new boiler is being installed, together with a number of large vats and some new machinery.

John Ritchie, of Quebec, was in New York at the special request of Hon. G. E. Foster, who indicated the possibility of some large military shoe orders being placed with Quebec manufacturers. Mr. Ritchie made the trip as the representative of the Quebec factories.

A. D. Thornton, Technical Superintendent of the Canadian Consolidated Rubber Co., addressed the Railway Club in Montreal on November 8th.

The \$250,000.00 libel suit entered by Ames-Holden-McCready Co. against Clarence J. McCuaig, will soon be up for hearing before the courts, the case having been referred to the Chief Justice, who is to set a date for the hearing. A motion, asking that the matter be threshed out before an English jury has been granted. As is known, comment alleged to have been made by the defendant concerning the bad quality of the boots supplied the first Canadian contingent by the plaintiff, forms the basis of action.

Recently the shoe store of William McDonald, Government street, Victoria, B.C., was broken into through the rear door in which the glass was smashed and the premises ransacked. A building occupied by the Chinese, at Colwood, was searched and thirteen pairs obtained. Several arrests were made.

F. W. Weston, of the Weston Shoe Co., Campbellford, Ont., has received a letter from his son, Pte. Edward Weston, stating that while his brother, Pte. Clifford Weston,

was seriously wounded in the hip in recent fighting in France, it is believed that his recovery, though slow, will be complete.

Kenneth Fraser, for several years on the staff of McLaren & Dallas, Toronto, has taken a position with Natural Tread Shoes, Yonge street, Toronto.

Sherin & Son, Lakefield, Ont., who were in business in that village some years ago, are reopening in their old premises and will handle a large line of boots and shoes.

Herbert Kilpatrick, who has charge of the rubber department of Ames-Holden-McCreedy, Toronto, was severely injured recently while on his way home. He was riding a wheel when an auto truck slid and crowded Mr. Kilpatrick between it and the curb, with the result that his spine was crushed. He is now in St. Michael's Hospital.

E. L. Emerson, of the Boston Last Co., left Richmond, Que., last week for a few days in the northern woods. Chas. Campbell, manager of the company, who has not been well of late, is now feeling like himself once more.

P. I. Hersey, vice-president and manufacturing director of the Regal Shoe Co., Boston, Mass., was in Toronto this week on business. He was accompanied by H. E. Litchfield, assistant manufacturing director, formerly of Toronto.

William Edwards, who for many years has been city traveler for Charles Tilley & Son, leather and findings dealers, 90 Richmond street west, has been appointed city traveler for McLaren & Dallas, Toronto, and will enter upon his new duties on the first of the month.

C. U. Terrill, accountant of the U. S. M. Co., Montreal, spent a few days in Toronto and Berlin recently.

William Snelling has bought the shoe business of T. H. Bigwood at 364 College street, Toronto. Mr. Bigwood will continue his store at 826 Yonge street.

Hon. E. J. Davis and Andrew J. Davis, of the Davis Leather Co., Newmarket, Ont., who, along with several others are members of the Horseshoe Hunt Club and each year enjoy a couple of weeks in the woods of Haliburton

county, have returned home. They had splendid luck, practically every man in the party securing a deer.

Several Canadian firms have started in the manufacture of the new velvet boots. The gypsy pattern seems to be the one most in request in the velvet line, some of which are cut with a wave top and are ten inches in height. Whether there will be any decided demand for black, blue, brown and grey velvet boots remains to be demonstrated. Some leading establishments in the larger cities have already quite a few in stock. White trimmings are seen on some of the offerings.

H. E. Wettlaufer, sales manager for Charles A. Ahrens, Berlin, Ont., has returned from a successful business trip to the West going as far as the Coast.

A. E. Cudmore, who is well known in shoe circles in Toronto, is one of the incorporators of Cudmore's Garage and Auto Livery, Limited, which is capitalized at \$40,000 and has its headquarters in Toronto.

Thomas Hackett died recently in Hockley, Ont., at the ripe old age of 87 years. He was a shoemaker by trade and leaves three sons and two daughters.

Among the trade inquiries received recently by the Department of Trade and Commerce, Ottawa, was one from a firm in Glasgow, who have a large wholesale connection and wish to obtain the agency for rubber footwear from a Canadian exporting house. A London firm also ask to be placed in touch with Canadian manufacturers of dressed and patent leathers in calf and sides, also glace kid, sole leather, etc., which they are prepared to handle upon a commission basis or purchase outright.

The Canadian Consolidated Rubber Co. have recently filled an order from the Dominion Government for 67,000 pairs of hip rubber boots for use by the soldiers in the trenches.

Ed. O'Dell, of Hamilton, general organizer for the Boot and Shoe Workers' Union, who recently returned from attending the Trades and Labor Congress in Vancouver, held



HOW LEADING MONTREAL FIRM FEATURES WARM FELT FOOTWEAR IN A FASCINATING WINDOW DISPLAY. SUCH AN EXHIBIT OF FELT, BOUDOIR AND HOUSE SLIPPERS, JULIETS AND WALKING BOOTS IS REPLETE WITH HOLIDAY AND GIFT GIVING SUGGESTIONS

several well attended meetings of the workers of the craft when in that city. As a result it is probable that a strong local union will be chartered at an early date.

H. M. Wilhelm, harness maker, of Waterloo, Ont., has purchased the shoe repairing business of N. Ginster and will conduct it in connection with his saddlery business.

John McCormick has started in the shoemaking business in Weyburn, Sask.

Fred Brand, shoemaker, of Rouleau, Sask., is adding groceries to his business.

Levernick Mercantile Co., Limited, grocers, of Saskatoon, are adding boots and shoes and dry goods to their stock.

Halliday & Co. have opened a boot and shoe and dry goods store in Bowden, Alta.

Robert Sloan, of Sydney, B.C., has opened a boot and shoe store in James Island, B.C.

F. H. Meinzer, of the Miner Rubber Co., Montreal, is in Winnipeg on a business trip.

J. E. Chevalier, shoe dealer, of St. Denis River, Richelieu, Que., recently assigned.

The stock of E. H. Squire, 960 St. Clair avenue, Toronto, dealer in shoes and men's clothing, who recently made an assignment to the Canadian Credit Men's Association, was sold by auction on November 10th. The stock amounted to \$4,728.92.

The SHOE AND LEATHER JOURNAL has received from C. G. Marlatt, President of the Tanners' Safety Association, a copy of the rules which have been enacted by the directors for the prevention of accidents. The rules have been approved by the Workmen's Compensation Board and are therefore binding on all the employers in class 19.

M. Einstein, of J. Einstein, Inc., New York, accompanied by Paul Roy, of Montreal, Canadian representative of the firm, was in Toronto, London, Hamilton, Galt, and other cities last week on business, showing a fine range in cloth, velvet, satins and canvas materials, as well as bindings, braids, webs, etc. These materials were displayed in "dummy shoes," mounted in an exceedingly attractive manner, and affording the manufacturer a definite idea of how various combinations and colors appear when made up.

After three months absence owing to a fire which gutted their premises at 409 Hastings street west, Vancouver, Johnston's Big Shoe House, has moved back into the former quarters occupied by the firm for the past twelve years. The store has been rebuilt from the foundation and is one of the brightest, lightest and best fitted up establishments of its kind in the Dominion. The latest style of shelving and bicycle ladders have been installed and there is an immense skylight which gives a flood of natural illumination. G. B. Johnston and his brother have returned home from an extended holiday and business trip to New York, Chicago, Boston, Kansas City, Toronto and Montreal. While away they also visited the Panama-Pacific Exhibition. A complete new stock has been installed and all widths are carried. The firm announce that they "guarantee every pair of shoes sold from the store irrespective of price."

A recent despatch from Montreal says: Ames-Holden stock was in demand on the local market today, the sales amounting to six hundred and eighty shares with an advance to 16½, compared with the close last night of 16, or an advance for the week from 14¾. The strength manifested in this issue of late is said to result from the gradual picking up of the stock by insiders. Just for what purpose the stock is being accumulated it is impossible to gather from the officials of the company. However, it is known that the general business of the company is picking up in a very wonderful manner, both from the eastern and western sections of the Dominion, and this trade together with the

war orders, is keeping the various plants of the company working to capacity. That there is gradual movement towards an amalgamation with two or more American concerns, and involving probably other Canadian concerns, is not denied by the officials, but how soon this will develop into a reality is problematical. Possibly not until the company has put the common stock on a paying basis, and this may not be so far away as thought in some quarters. The company is in a rather enviable position as regards the amount of raw material on hand, the purchases having been made when prices were considerably lower than the present high level. It is also known that President D. Lorne McGibbon, through his policy of retrenchment, has brought about a saving to the company believed to be in the neighborhood of \$130,000 a year. In furtherance of this policy it is likely that there will shortly be a reconstruction of the directorate.

GAITER SEASON WILL BE GOOD

It is expected there will be a brisk demand for overgaiters this month. They were popular in all the leading Canadian cities last autumn, when gray, sand and fawn had a large call. The overgaiters are for wear with either high or low cut shoes and to put a light spat over a black shoe is both correct and popular. A leading retail firm says in the matter of overgaiters the selection of certain colors is permitted by fashion and adds ;—

"We are showing an exceptionally varied and complete assortment of overgaiters. They come in canvas, broad cloth and box cloth. In the plain colors, there is choice of black, white, fawn, gray and taupe. Then there are black and white stripes, and white with black piping.

Black overgaiters.....	50c, \$1.00, \$1.50
Fawn, gray and taupe overgaiters.....	\$1.50, \$3.00
Black and white stripe overgaiters.....	\$2.50
White overgaiters.....	\$2.00
White overgaiters with black piping....	\$1.50, \$2.50

SHOE FACTORY FOR OWEN SOUND



A by-law will be voted upon in Owen Sound at the January elections to grant a loan of twelve thousand dollars to a company to be called the Owen Sound Shoe Manufacturing Co., which is being promoted by W. E. Wilson, late of the C. N. W. Shoe Co., St. Thomas, and Getty & Scott, Limited, Galt. Mr. Wilson is a practical shoeman having had experience in all branches of the trade. The company will have an authorized capital of \$50,000 and the factory will have an initial output of not less than two hundred pairs a day, with the necessary room and building capacity for 800 pairs a day. The building and plant, according to the agreement, are to be ready within six months after the passing of the by-law. The factory must be operated for, at least, eleven months in each year for fifteen years and to employ not less than forty hands. The company agrees to repay the amount of the loan, \$12,000, in fifteen consecutive annual installments of \$1,235.55 each, for the payment of principal and interest at the rate of six per cent. per annum. The town takes a first mortgage on the site, building and plant and personal bonds to the amount of \$12,000. The building and plant must be worth \$20,000. The industry will be exempt from taxes, all except for school and local improvements, for a period of ten years, and will also be given free water supply for the same length of time.

HE ENTERS UPON NEW POSITION



C. A. Brouillard, late superintendent of the James Muir Co.'s factory, Maisonneuve, and formerly with Ames, Holden, McCready, Limited, Montreal, has entered upon his new duties as superintendent for Scott, Chamberlain, Limited, London, Ont. Mr. Brouillard is a thoroughly competent and widely experienced man and enjoys an enviable reputation, particularly so in the production of

men's high grade welts. He started in the business as a boy, thirty-four years ago, beginning with the Commonwealth Shoe and Leather Co., Whitman, Mass. He left there nine years later to take a position as foreman of the lasting and bottoming room of McCarthy, Sheehy & Kendrick, of Brockton, Mass., with whom he remained two years. His next post was head of the same department with the M. N. Arnold Co., of North Abington, Mass. Mr. Brouillard remained with this firm five years, and left them to go to Roberts, Johnson & Rand Co., of St. Louis, Mo. He was in the Western States then until his removal to Montreal. The last eight years were spent as superintendent of the Wertheimer-Swarts Co., of St. Louis, Mo., and the Brown Shoe Co.'s Brookfield, Mo., factory. The new superintendent of the Scott, Chamberlain factory in London, Ont., is in every way well qualified for the duties of his position.

In a fire which broke out recently in the Read Building in Montreal the quarters of the Murray Shoe Co., of London, located in the building, were slightly damaged by smoke and water.

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents.
Cash must accompany all orders.

BUSINESS OPPORTUNITY for right man. First class retail shoe business for sale in progressive town of 5,000. Terms may be arranged. Write The Hurlbut Co., Limited, Preston, Ont.

EXPERIENCED SHOE TRAVELER, residing in West, is open for line of shoes, especially men's, for Western Provinces. Salary or commission. All references and can start at once. Address, Box 2, Acton Publishing Company.

TRAVELER WANTED—For Ontario, to carry a side line much in demand. Apply, Post Office, Box 2663, Montreal.

THE
WM. A. MARSH CO.
LIMITED

Manufacturers of
Fine Boots and Shoes

QUEBEC

Aird
McKays
and
Turns

Aird Spring Samples are now
in the hands of all the
Reliable Jobbers.

Inspect them.

AIRD & SON (Registered) **MONRTEAL**

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS



SOLE LEATHER
OAK—"TRENT VALLEY"—Mellow,
 Non-acid. "Tests up." Is reliable.
 In Bends, Backs, Sides, Bellies.
"LION"—Firm. Specially tanned for
 army purposes.
HEMLOCK—"PENETANG" and
"EAGLE"

Established Over Half a Century



TAP SOLES—We stand behind every dozen.

THE BREITHAUPT LEATHER CO., LIMITED
 BERLIN ONTARIO

LINEN THREADS

For All Kinds
 of Manufactures

COTTON THREADS

STANDARD QUALITY

BEST VALUE

Twines—all kinds

Hardash Silk Thread

Also **Boot and Shoe Laces**

Mohair, Leather,
 Mercerized, Silk.

FRANK & BRYCE, Limited

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**HIDE and LEATHER
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TANNERS AND MANUFACTURERS OF

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CHROME SOLE

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 to Outwear the Shoe"

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STORE : 224 LEMOINE ST.
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MAKERS OF

HIGH-GRADE SHOES FOR
MEN AND WOMEN

Write us for further particulars

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Box Toes and Heels

OF ALL KINDS

WE GUARANTEE THEM

When you use our box toes and heels you
are insuring satisfaction in these depart-
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The

A. BAILLARGEON

Montreal Box Toe Co.

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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

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Always will be the Best

Finest quality of Fibre
Board and Superior
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Burlington, N.J.

MONTREAL—G. J. Trudeau - - - 365 Ontario St., East
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ITALY and SWITZERLAND—Victor De Sanctis & Co.,
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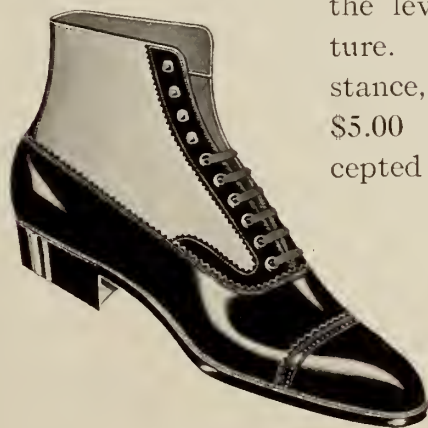





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The \$5.00 Shoe is the Big Seller these days

The prosperity of Canada, its general growth and the broadening of ideas that ensue, have certainly raised



the level of personal expenditure. In Footwear, for instance, you have observed that \$5.00 has come to be accepted as about the standard retail price for a good pair of shoes. The \$3.50 man is growing scarcer and the \$5.00 class is proportionately increasing.

In \$5.00 Shoes We Are Incontestable Leaders

SIR KNIGHT, CANADIAN GENTLEMAN, THE PATHFINDER AND ACADEMY

are essentially shoes of Quality for the better trade, and their smart style, no less than their perfect make and finish, proclaim the fact.

Men's Shoes to retail from \$4.00 to \$5.00
Boys' Shoes to retail from \$3.00 to \$4.00



THE JAMES MUIR CO.
MONTREAL





What About Velvets?

Mr. Retailer:—You cannot get away from the fact that new creations in ladies' footwear, as in hats and costumes, are the correct thing.

For the last three months our factory has been working day and night to supply the

demand for our
Gypsy Button
Boots, in

Bronze,
Midnight
Blue

and
Matt Kid.



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Now come
Velvet Shoes to go with velvet hats and costumes.

WE HAVE THEM

in all the leading colors, various styles and a variety of trimmings. On six popular lasts, in A, B, C, D and E widths.

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St. Stephen, N. B.

THE SHOE & LEATHER JOURNAL

SHOE AND LEATHER CAPTAINS

A
Great
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See Page 34

GEO. A. SLATER, MONTREAL

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There's No "Easy Money" In The Shoe Trade—But

it's an undoubted fact that some lines sell with greater ease and more complete certainty of satisfaction than others. ¶ And chief of these is the Regal Line—the most famous line of Men's Shoes in Canada. ¶ With Regal stores in world centres, like London and New York, our facilities for exclusive style creation are quite unique. ¶ The best evidence is our "IN-STOCK" Department, where there are

Never less than 35 good styles
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IN
CANADA

Regal Shoe Co., Limited

IN-STOCK DEPARTMENT

102 Atlantic Ave.

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Toronto



This cut of our Growing
Girls' button boot is one of
over 200 lines—from which you are
invited to make a selection for Spring.

Star Shoes are Popular

Because they have style and finish which
makes them ready sellers—you have no
“left overs” if you carry the Star line.

All our shoes are sold to the retailer at
popular prices—prices, which enable you to
sell at a good profit.

One of our representatives will call on
you with a full range of samples.

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W. C. MYERS,
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W. S. PETTES,
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J. G. RIEL,
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For
BOYS, YOUTHS
GENTS, and
LITTLE GENTS.
GROWING GIRLS,
MISSES, GIRLS
and CHILDS

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For
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and GROWING
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**OVER 200
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No. 78

Always Satisfactory



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Skilled workmen. Best material. Careful inspection. Result—quality unsurpassed.



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Another new development—The Elmira Kozy Slipper. Soft, yielding carded wool soles. Rest for tired feet. Order some for Christmas sales. Their attractive colors will promptly bring customers.



No. 2018

Of course you will order your heavy Elmira Felts as usual.

*Ask Your Jobber
For Elmira Felts*

The Elmira Felt Co., Limited

FACTORIES
BERLIN AND ELMIRA

Get the New Styles While They're New!



You can do so by placing
your order with us for

CLASSIC SHOES

Our range includes the most comprehensive line of ladies' fine welts, hand-turned soles and McKays made in Canada.

96 Different Lines in Stock

In addition to fifteen of the more staple lines of ladies' boots carried regularly in stock and shown in our latest catalogue, we are constantly creating new effects. These are described in our supplementary mailing cards, which will be sent to dealers only on application. Place your name on our mailing list and have access to all novelties while they really are new. Every pair guaranteed to give satisfaction or money back.

ORDERS SHIPPED
THE DAY RECEIVED

WRITE FOR OUR NEWEST CATALOGUE

GETTY & SCOTT, Limited
GALT, CANADA

They're All Good Sellers!

In the 1916 range of "Royal" and "Bull Dog" Sport Shoes there isn't one number but what can be depended



upon to sell quickly and steadily. They are all designed to fill a well defined demand, and in point of style, workmanship and finish leave nothing to be desired.

"ROYAL" and "BULL DOG" OUTING SHOES

Have established a sound reputation for reliability that gets stronger and stronger every year, the best evidence of which is found in the ever-increasing volume of our sales and the total absence of any complaint as to quality or finish. Feature "Royal" and "Bull Dog" in your next season's outing stock, and watch the satisfaction these lines give every customer.



Sold by the Following Jobbing Houses:

Amherst Boot & Shoe Co., Limited	- -	Amherst, N.S.	The Kilgour, Rimer Co., Limited	- -	Winnipeg, Man.
The Amherst Central Shoe Co., Limited	-	Regina, Sask.	The J. Leckie Co., Limited,	- - -	Vancouver, B.C.
A. W. Ault Co., Limited	- - - - -	Ottawa, Ont.	The London Shoe Co., Limited	- - -	London, Ont.
White Shoe Co.	- - - - -	Toronto, Ont.	McLaren & Dallas	- - - - -	Toronto, Ont.
James Robinson	- - - - -			- - - - -	Montreal, Que.

THE INDEPENDENT RUBBER CO., LTD.
MERRITTON - ONTARIO



BELL'S "UNLOCKED PROCESS" SHOE

Those retailers who have seen this shoe are unanimous in stating that it presents a revolutionary development in modern shoemaking.

They have ordered it for **immediate** delivery in the knowledge that it will give foot-satisfaction to numberless customers who have been looking for just such footwear for years.

It is the only shoe known that gives perfect body weight balance, and is so constructed that it supplies a constant "uplift" to the shank, combining the advantages of an arch support with the ease and comfort of a cushion.

Will you be the first shoeman in your town to profit by its sale?

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"



DEPENDABLE SORTING SERVICE

No matter what size or style you require in Rubber Footwear you can get it at once from one of our Sales Depots.

It is at this season that the shoeman expects the maximum of service for his Rubber Department. We are here to give it.

Order from our Nearest Branch.

The
MINER RUBBER
COMPANY, LIMITED

GRANBY - QUE.



LIST OF SELLING AGENTS

Blachford, Davies & Co., Limited,
60-62 Front Street West, Toronto, Ont.
Coates, Burns & Wanless - London, Ont.
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.
Congdon, Marsh, Limited
88 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.

Ames-Holden

Your Customers Require

your *personal assurance* that the shoes you sell them are correct in every particular. If they fail to live up to the claims you make for them, your customer blames *you* not the manufacturer. You *know* this. We repeat it in order to remind you of the long established reputation and the perfect organization behind

THE AMES-HOLDEN SHOE

By selling this make of shoe you will never need to make an apology for defects of manufacture. We see to it that only faultless shoes go out to the trade.

IN-STOCK SERVICE Utilize our in-stock service to keep your stock fresh and bright with all that is newest and most profitable in the seasonable lines. Whether your needs be simple or complex, occasional or regular, we are here to serve you well.

AMES-HOLDEN SHOE

MONTREAL
WINNIPEG

ST. JOHN
EDMONTON

TORONTO
VANCOUVER





SUPERIOR

QUALITY

“LIFE-BUOY”

RUBBER FOOTWEAR

If you are short of

LIGHT RUBBERS
OVERSHOES
LUMBERMEN'S
or BOOTS

send us your order To-Day.

We have complete stocks and can ship
first train after receipt of your order.

The Kaufman Rubber Co., Limited
Berlin Ontario

Address order to Branch nearest you—

VANCOUVER	EDMONTON	SASKATOON	WINNIPEG	LONDON
TORONTO	OTTAWA	MONTREAL	QUEBEC	
ST. JOHN	TRURO	CHARLOTTETOWN		



Do you know the reason why
 Weston Shoes are **BEST** to BUY?
 Why—That's Easy—on the Square
 Weston Shoes are **BEST to WEAR.**

- ¶ Our Poet sailed into the office a few days ago with a satisfied smile on his face. "Well, what's the trouble now," we enquired.
- ¶ He slipped a hand into his inside pocket and produced a manuscript. "Read it," he said blandly, "I jotted it down while having breakfast this morning."
- ¶ It looked like a stick of dynamite and we took it cautiously and handled it very gently, but soon found it was comparatively harmless. "Triplets, b'George!" we remarked, and read the following poem:—

ON GUARD

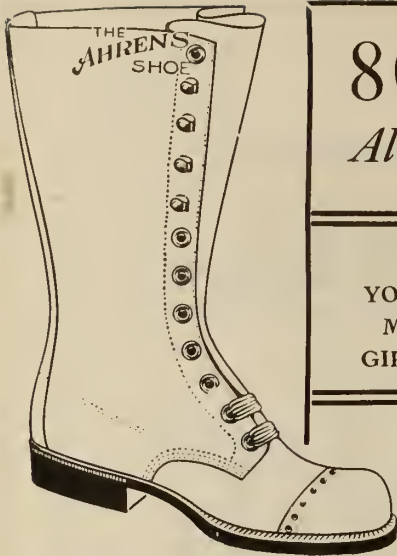
It is no vain or idle boast, our foes retire dismayed,
 For Britain's Ironclads **Guard** her coast, protecting homes and trade:
 Their strength is where 'tis needed most, so we are unafraid.

But Canada has Ironclads, too, that never met defeat,
 The well-known "WESTON'S IRONCLAD SHOE," and strong are they and neat.
 Their sphere is not the ocean blue, they **Guard** our children's feet

- ¶ "Say, I tell you what, our Poet puts up the hot stuff," said one of the book-keepers, "there's nothing of the 'mute, inglorious Milton' about him."
 - ¶ "I would beg of you," he said with dignity, "not to mention Milton. I anticipate that my poem will have a paid circulation of 5,650, but I can't find anyone who reads Milton. It is only fair to allow, however, that he was under a heavy handicap—*Weston's Ironclads* were not made in his day."
 - ¶ After striking us for a check on account of next month's salary the Poet withdrew and we took up the daily task.
-

Weston Shoes *ARE* Best to Buy

WESTON SHOE CO., LIMITED
 CAMPBELLFORD, ONT.



80 DIFFERENT LINES

Always In Stock and Ready for Instant Shipment

MEN'S, BOYS',
YOUTHS', WOMEN'S,
MISSES', GENTS',
GIRLS', CHILDREN'S

Charles A. **AHRENS** Limited
BERLIN, ONT
Manufacturers of
Solid Leather Shoes

McKAY,
McKAY WELT,
STANDARD SCREW,
RIVET

Infants' and Children's Stitch Down

Very brisk demand for our Special Line of Tackless Goods. Let us send you a trial order.

WRITE FOR
OUR
STOCK SHEETS
OF STAPLES



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

KIM-FELT KOZY

Felt Footwear of Subreme Quality



No. 2015

To our other new and attractive styles for outdoor and indoor wear for all ages we have added yet another--The KIM-FELT KOZY Slipper.

KIM-FELT KOZY Slippers—in very

attractive colors, many designs, all sizes—are the most comfortable house slippers yet developed. The cushion soles contain over an inch of KOZY carded wool.



No. 301



No. 2075

As Christmas gifts KIM-FELT KOZY Slippers are most acceptable.

Ask your Jobber to include some KIM-FELT KOZYS in your Sorting Order along with the other Kimmel Felt Goods you are about to order.



No. 96

The Kimmel Felt Co., Limited

FACTORY

BERLIN

ONTARIO

“Buck” Horse!

A new color on a glove horsehide to imitate genuine buckskin. The advantages in favor of Horsehide gloves are: that they will dry out soft, hold their shape and the fingers will not “take up” or foreshorten after being wet.

Samples on request

PFISTER & VOGEL CO.
85-87 South Street = = Boston, Mass.

Excellence That Endures In Yamaska Footwear

☐ Excellence in style, fit and comfort. ☐ The reputation of “Yamaska Brand” has rested, for over half a century, on **quality**. ☐ You may absolutely depend upon it, without the slightest fear of disappointment, that every pair of “Yamaska Brand” Shoes bought in your store will give the buyer complete, enduring satisfaction. ☐ And “Yamaska Brand” Shoes look well—none more snappy and up-to-date in style. ☐ The 1916 range now being shown is the most convincing argument.

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE : - QUEBEC



Perfectly Comfortable Shoes

And shoes that have special features of construction to account for their superiority

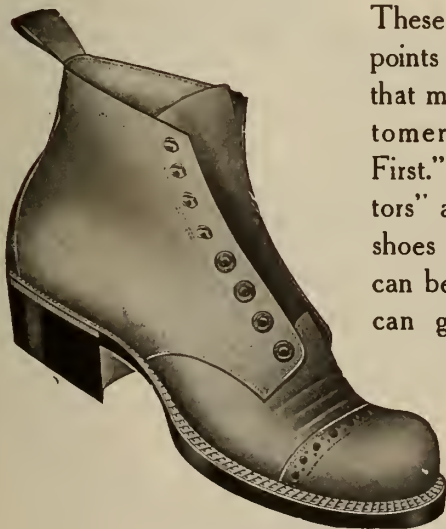


and



The Doctors is a shoe that is at once stylish and sensible in its lines and that can be worn with complete comfort in any kind of weather. Its antiseptic lining and middle sole of thermol asbestos combine to keep the foot at its natural temperature and to dispel the odors of perspiration. This shoe is also perfectly water-proof.

Made of soft pliable kid, over the most sensible lasts, and having plenty of toe room, the Professor shoe is wonderfully comfortable. It yields readily to every movement of the foot; its inner sole is medicated and cushioned; these features combine to make walking easy and pleasant and contribute to the prevention of all manner of foot troubles.



These are valuable talking points for the simple reason that most of your men customers want "Comfort First." By selling "Doctors" and "The Professor" shoes you have points that can be demonstrated. You can give real reasons for the comfort qualities claimed. Get the genuine makes from your jobber.



MADE
IN
CANADA

The Tebbutt Shoe & Leather Co., Limited
THREE RIVERS - QUEBEC

JOBBER—

FOR FALL 1916

AIRD'S will show a line that will be of particular interest to you. It will contain the very latest models in all popular materials. As usual, our prices will be right.

AIRD & SON (Registered) MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

MADE IN CANADA

Dominion Calf



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited

NEWMARKET ONTARIO



ROBINSON SORTING SERVICE

is the kind you can depend upon. At this time when your requirements must be secured *at once* to be of any use to you, you will find it particularly valuable.

RUBBERS

Send us your rush orders for all sizes and prove, to your own profit, how efficient our service is.

JAMES ROBINSON
MONTREAL





28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.



When a man is "Caught with the Goods" he usually gets into trouble; but if a Retailer of Rubber Footwear is "Caught *without* the Goods" he is *bound* to get into trouble.

MORAL:

Send Us Your Sorting
Order and *Avoid* Trouble



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.

28 "Service" Branches Throughout Canada



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CARRYING COALS TO NEWCASTLE

Canadian Shoe Manufacturers Develop Trade in Great Britain—Taking Advantage of the Opening Created by the Great War—England Wants Shoes as Well as Munitions

LAST month we called attention to the conditions in the British Isles that made possible the opening up of a profitable trade in shoes as well as leather. In the short time that has elapsed the remarks of the SHOE AND LEATHER JOURNAL have borne abundant fruit. Two or three of our best shoe concerns have entered the market and our contemporary, the Boot and Shoe Trades Journal, comments favorably upon this friendly invasion. For some time past the rubber footwear companies have been covering the market and one of the largest eastern factories has already opened up a most promising connection.

The letter in this issue from Mr. Oliver Eatough, the managing director of Sir H. W. Trickett, Limited, explains the situation very fully. The tremendous demand for footwear for both British and Allied soldiers has put a strain on the production in Great Britain that has almost reached the breaking point. Imagine four millions of our men using up shoe leather as it can only be used in military operations and one begins to understand the quantities of shoes needed to keep these and perhaps four million others in shape to do their strenuous work.

Then, as has been pointed out, the factories have been depleted of efficient workmen and are liable to be still further disorganized as the call for men to man the trenches becomes more urgent. Some of the factories in England to-day are struggling along with half the workmen they had when the war began. As a result they are not in a position to adequately cope with the extraordinary demands made upon their resources and have been compelled to discontinue the production of some lines altogether for home needs.

In the comments seen so far upon the Canadian footwear that has been marketed in Great Britain there is every encouragement to press forward and make good the deficiencies in production there. The unusual sight of the trade press of a country holding out encouragement to outsiders to participate in supplying the requirements of the people in footwear ought not surely to go unheeded by those who have the facilities for turning out the goods.

It is far better to keep the leather and men here and turn both material and labor to account in Canada in the production of the shoes than to send our men to supply the places vacant in the factories, if this were possible, and the fact that Canadian goods just now receive all the advantage that our connection with the Empire brings is a guarantee of their popular reception as compared with the few goods that are available of foreign make.

WEDDING OF JOHN BULL AND MISS CANADA

How St. Thomas Shoe Merchant Installed Loyal Window that Drew Great Crowds—The Use of Canadian Flag, Rifles and British Bull Dog Made Special Appeal to Men—Martial and Patriotic Window Trims are Sure Business Bringers During the Holiday Season

There are presented on this page some attractive and original Christmas windows, installed by P. C. Smiley, in the shoe store of Fred. Sutherland, St. Thomas, Ont. They certainly did not fail to attract a great deal of attention and resulted in considerable additional business. The materials



A MILITARY CHRISTMAS WEDDING WINDOW IN SUTHERLAND'S SHOE STORE, ST. THOMAS, ONT.

used in the various trims, and the admirable manner in which the striking effects were produced, will be found of interest.

One window represented a military Christmas wedding. The floor was covered with red crepe tissue paper, bordered with white cut twisted paper, and on the floor, set up in different positions, were red, white and blue calfskins, stylish shoes and fancy Christmas slippers. The bride and groom



DOES SHE NOT LOOK SWEET AND HOW WOULD YOU LIKE TO BE THE GROOM?

stood near the front of the window, facing the minister, whose back was turned to the passing public. The little ring bearer stood to the left of the bride. The groom was in full military dress, while the bride was gowned in white silk, with many dainty trimmings. The tiny ring bearer was in blue.

This happy combination of colors for the groom, the

bride and the little girl brought out the red, white and blue. Surrounding the nuptial celebrants were fancy slippers, women's and children's dress boots, overgaiters, club bag, fittings, etc. Over the bride and groom was suspended a large Christmas bell, representing in this instance both Yule-tide and Hymeneal evnets. In the background a Union Jack was displayed and just in front of the flag, on the floor, end up, were suit cases and fancy slippers set thereon, while dress boots and slippers were placed on stands. The lights were shaded in red, white and blue crepe tissue paper, which hung in strips. A number of artistic show cards lent strength and variety to the pleasing display.

The men's window was an exceptionally interesting one. The floor was similar to that of the ladies', and there were calfskins on which were placed a fine range of men's slippers of different kinds. Dress boots, hockey boots, military boots, club bags, suit cases, fittings, etc., were much in evidence.



A PATRIOTIC CHRISTMAS WINDOW INSTALLED IN SUTHERLAND'S SHOE STORE, ST. THOMAS, ONT., WHICH ATTRACTED AND INSPIRED ALL

One feature of this window was the British bulldog and military rifles placed in a conspicuous position at the front. The decorator took a trunk, laid it on the floor and placed a small wooden case on that. He then covered the whole thing with the Canadian flag on which the British bulldog sat. The flag was partially draped over the canine's body. To the right was a sign—"What We Have, We Hold." Around the stacks of guns were slippers, walking and military boots. The background of the men's window was similar to the ladies, and on the shelf above were leggings and traveling requisites.

Mr. Smiley knows the value of newspaper publicity, for an announcement appeared in one of the local dailies to the effect that Miss Canada and John Bull were to be married in the ladies' window of F. Sutherland's Shoe Store at 2 p.m., on a certain afternoon (which was named), the occasion to be a military Christmas wedding. Naturally, such an out of the ordinary announcement brought people to the spot. One lady came into the store and asked what time the event was to take place, and, of course, the staff had a quiet laugh at her expense after she had departed.



THE BRIGHT AND AIRY MISSES AND CHILDREN'S DEPARTMENT IN THE TUTTLE SHOE STORE, HALIFAX. NOTE HOW THE LINES ARE SHOWN ON THE STOCK FIXTURES, A SHOE BEING ON TOP OF EACH CARTON WHILE THE DIFFERENT SIZES AND WIDTHS ARE KEPT BELOW AND ABOVE THE OPEN DISPLAY SPACE

NEW SHOE HOME IS MODEL IN ARRANGEMENT

How the Footwear Establishment of W. L. Tuttle, of Halifax, is Laid Out—Various Departments on Different Floors—New System of Displaying Goods—Trade is Satisfactory and All Latest Accessories Have Been Introduced—Fine, Well Constructed Business Home

Sometimes a fire, which at the time is regarded as a disaster and fraught with serious consequences, may eventually prove a blessing. Just about a year ago the shoe store of W. L. Tuttle, Halifax, N.S., was wiped out by the devouring element. A bright, new business home has been erected in its stead, and in this edition of the *SHOE AND LEATHER JOURNAL* there are presented several views of the progressive and thoroughly modern establishment. Mr. Tuttle has carried out a number of original ideas, which he has picked up in his long experience in the trade, for he is one of the oldest shoe retailers in the Maritime Provinces and has been a subscriber to and reader of the *SHOE AND LEATHER JOURNAL* since the date of its first issue nearly twenty-nine years ago.

The location, at the corner of Barrington and Duke streets, is a very central one, in an exceptional busy spot. The new business home has four splendid show windows on the former street, with two entrances; while on Duke street there is a display window and an entrance leading to the heavy shoe department below. The interior of the store is decidedly attractive, being finished in natural wood effect, while commodious stands are nicely arranged. There is a complete parcel and cash carrying system, and on the mezzanine floor are the slipper department and general offices. The firm say they are very much pleased with their new quarters, and would not exchange them for any shoe shop in the province, either in location or accommodation, which bears out the remark that fire has evidently proved a benefit to Mr. Tuttle—not in a financial sense, of course—but in his being enabled to carry out his plans and give effect to his ideals in the matter of layout, arrangement, departments, etc.

On the ground floor at one entrance, are the men's fine goods, and at the other entrance the women's smart foot-

wear. On the same floor, the firm are still featuring the Walk-Over Boot, for which they have the agency in Halifax. They also handle the leading lines of Canadian shoes. One feature of this spacious and convenient store is that in the basement space has been arranged for handling and selling all heavy



THE SPLENDID NEW STORE OF W. L. TUTTLE AT THE CORNER OF BARRINGTON AND DUKE STS, HALIFAX



THE WELL EQUIPPED LADIES' DEPARTMENT ON THE GROUND FLOOR IN TUTTLE'S SHOE STORE, HALIFAX

goods and youths' and boys' lines. On the second floor is the most airy, bright and delightful portion of the establishment. Here is located the misses' and children's department and also comfortable offices.

In one of the interior pictures, showing the misses' and children's department on the second floor, the reader will notice how the firm make a feature of displaying their goods. They exhibit them this way in all the departments, and find it a great help in giving all the lines a good turnover. Mr Tuttle, who also conducts a branch at 38 Portland street, Dartmouth, is well satisfied with the business done since moving into his new premises in May last. The convenient arrangement, admirable display facilities and unique accessories have enabled the firm to turn over the stock more often than in the old building. They find trade is very good, considering that there are now five shoe stores within 200 feet of them on Barrington street, whereas there were only two before the fire.

Effective Use of Publicity

Mr. Tuttle has always been a believer in handling reliable goods in which the style features, of course, are not overlooked, and he makes effective use of printer's ink. His advertisements in the Halifax papers are read with interest and at the corner of his store there is a large electric sign. The building has three floors for displaying and selling goods. The basement in which, as already stated, are the heavy lines, and youths' and boys' shoes; the ground floor, given over to women's and men's fine footwear, and the second floor, devoted to the misses' and children's departments.

By specialization, by intelligent buying, by a close study of the wants of customers, by upholding a reputation for integrity and square dealing in every transaction, Mr. Tuttle, who has surrounded himself with a capable and courteous staff, may well feel proud of his splendid establishment, which sets a new mark in modern conveniences, display arrangements and selling facilities.

A PAIR OF TANS AND REPAIRS

Dean Swift once wrote a famous essay entitled "The Tale of a Tub." That was a great many years ago. What might be entitled "The Tale of a Shoe" or rather, "The Tale

of Two Shoes," which were bought at a New York store and after being worn were sent to be repaired, form the subject of a rather interesting narrative in a New York newspaper—the Tribune.

The Tribune is undertaking to see that advertisements in the press state the truth and has a complaint bureau. One M. wrote that he bought a pair of tan shoes at Wanamaker's. The shoes, so far as soles and heels went, gave good service, but the uppers cracked. M. took them back for repairs and was charged \$2.25, the price of resoling and heeling, but no charge was made for the repairs to the uppers. This fact was unfortunately not told to M.

M. felt that he had not got his money's worth out of the shoes, which cost \$8.50, and complained to the Tribune Bureau, which sent the complaint on to Wanamaker's general manager. The general manager replied that in the process of preparing tan shoes, the uppers are necessarily dried out in such a manner as to leave them liable to crack, warning of which is given to the purchaser. Wanamaker's offered to refund the \$2.25 rather than have the customer dissatisfied, but the customer preferred to leave it to the Tribune Bureau which gave the following decision:

"There is no standard whereby the proper wearing qualities (of shoes) may be judged. Many bootblacks use polishes that ruin the uppers. Moreover, high-priced tan shoes apparently never wear as well as black shoes for the same price. If we attempt to cut the Gordian knot in this case the one possible action is for us to offer to refund the amount paid out for having the shoes repaired, or such other amount as you believe would bring the net cost of the shoes down to a proper point. We do not believe that Wanamaker's should be asked to do more than they have done, nor are we prepared to say that the burden of unexpected expense should rest upon you. . . . From our point of view, it is at once the privilege and the duty of a publisher to see that all transactions had by his readers with his advertisers shall end satisfactorily."

The result of the controversy was that M. decided that Wanamaker's store had acted fairly and done all that could be expected of them. Most human beings are not only endowed with reason, but are quite willing to employ that faculty where the facts are duly presented. Probably 99 per cent. of the difficulties which arise between the fair-dealing store and the fair-minded customer are due to the fact that they do not "get together."

HOW SHOE REPAIRING HAS COME TO FRONT

The Present Day Opportunities for the Boot Repairer Are Great—Industry Has Doubled in Last Five Years—The Urgent Need of Organization—Competition from Repairers is Being Felt by Manufacturers—Prices That Should Prevail

Sixty is a unit of value from childhood to old age.

One of the first things children are taught is that "sixty seconds make one minute" and "sixty minutes make one hour." Sixty represents something.

Through installation of better machinery and working systems, manufacturers have given each sixty-minute unit high value from the standpoint of production, and through this wonderful efficiency have been able to keep the cost of shoes to the consumer within reason, says an Investigator of the Repair Business.

Now the consumer has turned about with the ubiquitous Sixty and decreased the purchase of new shoes by spending sixty cents for repairs out of every dollar expended for everyday footwear.

The "second-hand" problem, until the past five years, has never been serious in the shoe trade as it has in the typewriter, sewing machine, automobile and similar industries; but since the advent of machinery and skilled operatives to renew footwear, rather than to repair it, what is in reality our "second-hand" problem has assumed startling proportions. Because even the once lowly art of shoe repairing has been placed on a scientific basis, it has assumed the proportions of an Industry in itself, with no less than forty firms engaged largely or wholly in the production of shoe repairing machinery.

Lasts Only Few Weeks

The factory sole on a \$4, \$5 or \$6 shoe averages from four to seven weeks' wear. When this sole is worn through, the shoe is, of course, worthless until it is resoled.

Wearers of these higher-grade shoes no longer hesitate to have them resoled, and for an average cost of \$1.65 the repair man puts on a new sole and heel. So, for from less than half to a third of what the shoes cost originally, the life of the shoe is more than doubled.

The increasing cost of shoes, the decrease in general prosperity, the perfection of shoe repairing machinery, the newly-employed business-getting initiative of repairers—all have combined to make the repaired shoe more and more a part of every-day footwear.

The past year has been the biggest the shoe repairing industry has ever seen.

For five years shoe repairers have been advertising and demonstrating how economically and satisfactorily shoes can be repaired. They are now enjoying the cumulative benefit of their work and publicity, in larger measure perhaps than they otherwise would have, because of enforced economy in the average family.

The repair men have been quick to follow the laundry man in calling for and delivering work, and have even extended their field of operations to the extent of receiving worn shoes by parcel post and using the same means for delivering them promptly.

The shoe repairer has become a competitor of the shoe manufacturer, and his competition must be taken seriously.

As yet, the shoe repairers are unorganized, which is a bad thing for them and for the manufacturers.

Competition in shoe repairing is keen. Many foreigners who seem content with mere Existence do really good work, and use good leather, but charge hardly enough to make a living wage.

This is bad for them, bad for their industry, and unfair to their contemporaries. No great measure of profit to the repairer or satisfaction to the wearer can be gotten from a thirty-five-cent tap. Yet the low price catches many a customer once. After that he is willing to pay more and get more, but new generations of shoe wearers are constantly entering the market, and the price-cutting shoe repairer is kept alive—barely alive.

Organization of repair men would be good for them, for the retailers and for the manufacturers. It would secure for them profit-producing prices and shorter hours, profits and hours commensurate to the degree of skill and the size of the investment required in the business. It would remove for manufacturers and retailers the competition of unfairly low repairing prices.

As leather increases in price as the repairers expand, and as the degree of satisfaction the wearer can get from modern repaired shoes becomes more generally known, com-



petition from the repairer will become more noticeable to the shoe manufacturer.

At present only one effective way of meeting this competition suggests itself, and that is to build better balanced shoes through using sole leather of such a quality that it will more nearly equal the wearing qualities of the upper.

If the shoe wears out uniformly both in sole and upper, even though the length of service is not quite so long, the consumer is likely to be satisfied and the purchase of new shoes increased.

Investigation shows that the following is as low a scale of prices as will permit a repairer to do the class of work expected, use the quality of material desired and render the delivery service demanded, and still have a profit left:

Men's Hand Sewed Half Soles (best material)	\$1.25
Men's Machine Sewed Half Soles	\$.75 and 1.00
(According to grade of leather used)	
Men's Full Soles and Heels	1.50 and 1.75
Men's Heels (for straightening)25 to .50
Women's Hand Sewed Half Soles (best material)	1.00
Women's Machine Sewed Half Soles50 and .60
(According to grade of leather used)	
Women's Full Soles and Heels	1.25
Women's Heels (for straightening)20 to .25
Women's New Heels50 to .75
Boys' and Girls' and Children's prices according to sizes.	

POPULAR SHOE CLERK JOINS COLORS

A. M. McCuaig, who, for the past three years has been a valued employee in the shoe department of Brown's Limited, Portage la Prairie, Man., has enlisted as private with the 79th Battalion, and is now stationed at Brandon. Private McCuaig has had considerable experience in the shoe business and is well liked by the trade. He is only one of the



A. M. MCCUAIG, PORTAGE LA PRAIRIE, MAN.

many footwear exponents who have joined the colors and the good wishes of a large number of friends will go with him. C. F. Walker, manager of the shoe department of Brown's Limited, speaks in high terms of the work and worth of Mr. McCuaig. Mr. Walker also reports that the shoe trade in Portage la Prairie has been very good and prospects are bright for a fine winter season's business.

MORE SHOEMEN GOING TO THE WAR

Shoemen of St. John, N.B., are well to the fore in the matter of enlisting for foreign service, and there is hardly a firm in the city from which one or more clerks have not gone. Another instance of patriotism has been shown by a local dealer in that he is selling out his business in order to serve the colors. Percy J. Steele, corner of Main and Elm streets, who has had a thriving trade in boots and shoes with a large store, intends going to Halifax in January to take a course of instruction in military training. He opened a "closing out" sale some days ago and is rapidly getting rid of a large stock. Best wishes will follow Mr. Steele in his career with the colors.

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Already six of the staff of Waterbury & Rising have enrolled for service overseas—Capt. Percy M. Rising, Charles E. Labbe, Ernest Coates, Percy Howard, Ray Brewster, and J. B. Patehell. R. Ingleton is now taking a course in Halifax preparatory to enlisting. Each of the volunteers was substantially remembered by the firm and his associates before leaving for training centres. The firm presented a tidy cash remembrance to each, while wrist watches and other remembrances were gifts from the "boys." The last to go was Mr. Patehell and he was the recipient of a nicely engraved wrist watch from his fellow employees, presented by R. J. Walsh in their behalf, following the presentation of a substantial check from the firm by E. L. Rising. The latter spoke feelingly of

the loss of so many highly esteemed employees, but said that the call of country must be answered, and much as he regretted seeing them go, he admired their courage and the spirit which prompted their action. His great regret was that he and other members of the board were debarred from joining the colors.

* * *

Another fine example of loyalty was instanced recently when Walter Brindle, a local shoemaker, who has done well in his trade, volunteered for service and on the same day his son, Wallace, enrolled. Both are now accepted as members of an overseas draft for the Canadian Railway Construction Corps.

* * *

The wedding of one of St. John's most popular shoemen, W. George Gray, to Miss Sabra Elizabeth Mahony, took place in St. John recently in Portland Methodist Church, with Rev. W. H. Barraelough officiating. The groom is in partnership with his brother, Joseph S. Gray, conducting a successful boot and shoe store in Main street, north, and enjoys the best wishes of numerous friends for success in his married life. His brother, J. S. Gray, P. J. Steele and J. H. Crockett were ushers at the wedding. Many handsome nuptial remembrances were received. Mr. and Mrs. Gray will reside in Douglas avenue following a honeymoon trip to Boston and New York.

HOW HEAVY STOCKS CAN BE REDUCED

Writing to the SHOE AND LEATHER JOURNAL in regard to the average retailer carrying too heavy a stock considering the volume of business done by him and the small number of times he turns his stock over, F. W. Wigg, of Cayuga, Ont., says:—

"Speaking from the standpoint of the small retailer who does not do the business such as is done in the large centres or manufacturing towns, we have to carry to my notion altogether too much stock if we wish to handle a well known manufacturers' line. The sooner some remedy is found for this the better for the small shoe retailer. The better lines of goods can only be bought in most cases in fifteen or thirty pair lots. It is almost impossible in small centres to correctly order sizes and you are left with a few pairs of good selling lines and have to order fifteen or thirty pairs when probably six is what you require. My own idea is that a country-wide movement be inaugurated to get the manufacturers to carry 'in stock' lines of the better sellers. This, I think, would not harm but greatly help the manufacturer, as many small shoemen like myself could then buy direct lines they wish to carry, which, at the present time, we are forced, against our better judgment, not to buy, and have to carry a jobber's line, so that we can get a few pairs to size up stock."

ANOTHER SHOEMAN GOING TO FRONT

Percy M. Rising, Captain and Quartermaster of the 104th Overseas Battalion, C.E.F., who, some time ago, enlisted, is both an enthusiastic shoe and military man. He has been manager of the retail department of Waterbury & Rising, Limited, having been connected with the firm for several years. The esteem in which he is held by the members of the staff was shown a few weeks ago when he was presented with a handsome case of pipes. Captain Rising (whose Battalion, the 104th, is being trained at Sussex, N.B.), certainly appreciates the appointment which he recently received. In fact, all the officers consider their appointments an honor, there being no less than 300 after officers' positions and 100 seeking staff appointments, and any one selected naturally feels much gratified. There are eight staff officers in connection with the 104th Regiment and Captain Rising is one of them.

MAKING CHRISTMAS ADS PULL PATRONAGE

Some Observations on the Kind of Publicity that is Best Adapted for the Seasonable Announcements—Offer Timely Suggestions and Indicate a Range of Prices—Speak of the Good and Serviceable Presents That May Be Found in Your Stock of Footgear—Some Advertisements That Stand Out Clearly

Many shoe merchants who do not advertise regularly in the daily and weekly newspapers, make use of considerable space during the Yuletide and Eastertide holiday seasons. These periods are the big harvest time for the retailer, for it is then that he "cashes in," so to speak, on his large and representative stock, and presents all his novelties and most fashionable lasts, so as to catch the purse of the purchasing public, and more particularly the good housewife and Miladi of fashion.

In offering a few suggestions relating to Christmas advertisements, it is advisable, if the dealer wants to score while the iron is hot, to take at least a reasonably sized space in whatever medium he employs. To insert a small ad at a season of the year when advertising is particularly heavy, does not result in it getting the attention or bringing in the results that it should. There are so many things that a shoeman has to offer the public in the way of that which is not only seasonable and sensible, but also useful and serviceable, that he can make a particularly strong and convincing appeal to his clientele.

In the last edition of the SHOE AND LEATHER JOURNAL there appeared on page 56, a timely layout for a Christmas folder, and in the list of articles suggested as useful presents for the glad holiday days, there appeared no less than 40

or 50 gifts and those of the better sort. In addition to the extensive and varied range of footwear, both outdoor and indoor, which the shoe merchant has to present, and the splendid line of slippers in all kinds of leathers, satins, felt, velvets, Venetians, camel hair, suede, brocade, tapestry, etc., he has afforded him infinite variety in his findings department, in the way of cameo ornaments, sterling silver buckles, overgaiters, dainty button hooks, fancy shoe horns, shoe trees, arch supports, cushion insoles, polishing outfits, silk laces, children's leggings, ankle protectors, rubber soles, rubber heels, silk and satin bows, overstockings, silk hosiery, etc.

Make Good Use of White Space

In planning your advertisements, do not seek to crowd too much matter in the space at your disposal. Change the reading matter frequently, and make the best use of the area available. Feature some special shoe or some special article now and then, and at other times put in a comprehensive advertisement which will be all the stronger if a range of prices is indicated. A word or two regarding the necessity of shopping early, so that all persons may make suitable selections or be properly fitted, is also advisable. The merchant's best line of argument is that useful presents

"Gales"—The Shop for Good Shoes'

Why Not Give Useful Gifts Instead?

Christmas is only a few days off now, and it is none too early to commence buying your Christmas presents.

We are showing the most complete range of Footwear suitable for Christmas gifts that has ever been displayed in Montreal. Modestly priced. Your inspection is invited.

LADIES' DRESS SLIPPERS
—Nothing more acceptable than a pair of our slippers—slippers that are different, made on beautiful and graceful lines, all styles—moderately priced.

LADIES' BOUDOIR SLIPPERS—In all colors, styles and shapes, with or without heels—felt, kid and fabric. Priced at \$1.50 and up.

LADIES' SILK HOSIERY—We are showing the finest assortment of silk hosiery in Canada—all the very latest colors—priced at \$1.00 a pair and up.

SHOE BUCKLES—Some very handsome buckles reasonably priced—just a little smaller in size than former seasons—but handsomer in style.

MAIL SERVICE.

Geo. G. Gales & Co.
481 St. Catherine Street West
293 St. Catherine Street East

GIFTS THAT ARE USEFUL

It is useful presents that are appreciated and this is why we offer the following suggestions to busy CHRISTMAS SHOPPERS.

Largest Selection of

Men's Solid Leather Work Shoes

All Styles		Prices
All Leathers		to Suit
All Weights		All

Black and Tan Elk English Kip, Tan Calf and Urus Calf

Trunks, Bags and Suit Cases

The Highest Class Line of Travelling Goods Ever Shown in St. Marys

Fitted Club Bags, Wardrobe Trunks, Fitted Suit Cases, Etc. Ask Our Prices

R. M. NORTHGRAVE
THE PEOPLES' SHOE STORE

IMPOSSIBLE!

To Buy Christmas Presents more Seasonable or more Sensible

Slippers, Felt Shoes, Rubbers, Overshoes, Moccasins, Hockey Shoes, School Shoes, Overstockings, Leggings—or in fact anything in the Shoe line

SANTA CLAUS

Has A Full Stock Of These Lines At This Store



W. H. WILLIS & CO.
SOLE AGENTS *Queen Quality* FOR LADIES

HERE ARE THREE GOOD EXAMPLES OF YULE-TIDE PERIOD ADVERTISING, REplete WITH SEASONABLE SUGGESTIONS AND TALK THAT IS TIMELY AND TERSE. ON THE LEFT THE ANNOUNCEMENT IS THAT OF A PROGRESSIVE MONTREAL HOUSE, IN THE CENTRE A ST. MARY'S, ONT., RETAILER, AND ON THE RIGHT A WINGHAM, ONT. SHOE MERCHANT



Give Johnson & McCormick's Reliable Footwear

It heads the list of Sensible Gifts because it's always Useful, always Comfortable, Fashionable, Serviceable.

It's as Standard in Value as the good money you buy it with—and the name "Johnson & McCormick" backs up every pair for Satisfactory Wear.

Ready with the stock and service to handle the greatest possible crowds promptly.

TEN SAFE GIFT-HINTS FOR A WOMAN TO SELECT FOR THE MAN

- House Slippers—To keep him home nights, 50c to \$2.50
- Comfy Slippers—For bed and bath time, \$1.25 to \$1.50
- Patent or Calf Pumps—For the dance, \$3.00.
- Rubber Footwear—To ward off colds, \$1.00 to \$4.50.
- Storm Shoes—For hunting or bad weather, \$5.00.
- Warm Lined Shoes—For cold weather, \$3.50 to \$5.00.
- Flexo Sole Shoes—For sore feet, \$4.00 to \$5.00.
- "Our Shoes"—For everyday wear, \$2.50 to \$4.00.
- "Johnson & McCormick Shoes"—for dress wear \$4 and \$5
- Trees to "shape up" his shoes, \$1.00.

JOHNSON & McCORMICK

"ON THE CORNER"

A CATCHY AND ARTISTIC ANNOUNCEMENT THAT SHOULD INTEREST THE PUBLIC, BY ST THOMAS, ONT., FIRM

are always appreciated, while the gee-gaws and the bizarre are soon forgotten, being but a thing of the moment. The necessity of giving durable and serviceable presents has been emphasized by merchants for many years. This point is particularly apropos during the present period, with international strife abroad and the necessity for people exercising thrift, foresight and conservatism in making their purchases. Neither the spendthrift nor the millionaire believes—at the present time, in throwing away money, and reliable fashionable footwear has a particularly strong claim for consideration, in planning all Yuletide remembrances.

The Selections Afforded

In the accompanying advertisements, which have been selected at random, it will be noticed that, in nearly every instance, prices are given, or at least indicated, and that several articles are mentioned, so that the purchaser has an opportunity of exercising discretion and is not limited to shoes alone. Many retailers in addition to findings, handle silk and lisle hosiery, both in black and colors, and also carry a full range of trunks, traveling bags and fitted suitcases.

Then there are the infinite resources of your rubber department, hockey boots, moccasins and other special lines in addition to the more stylish and snappy ranges for dress occasions or social assemblies. Use a few bright illus-

trations, depicting Santa Claus and good cheer, or employ cuts of some stylish, attractive footwear. If you do not know how to plan your ad. to the best advantage, consult with your local publisher. He is only too willing to give you the benefit of his advice and assistance and collaborate with you in the preparation of copy. The average newspaper publisher will not render his service from mercenary motives, or venal considerations, but will do so because he likes to see neat, pleasing and well set up announcements in his publication. He also knows that he is rendering a service to the merchant, and getting in close touch with him, thus forming a tie of mutual interest and support, which is not only likely to be good business for both the printer and the merchant, but to strengthen the bonds of sympathy and good will at a time when these characteristics are supposed to prevail to an extent not evidenced at any other period.

Bright, cheerful, helpful, well-worded, business-like, advertising pays and pays well, not only during the happy Christmastide, but during every other season, if the mediums are wisely selected and publicity given as careful, thoughtful and earnest consideration as buying, stock keeping, profit figuring, store service, or window dressing.

Aaron Shulman, who has conducted a shoe repair shop in Cornwall for a couple of years, has sold out his business and removed to Toronto.

HONEYFORD & VERNON LTD.



Suggestions for Christmas Gifts.

Boys Hockey Shoes, lightning hitch, solid calf skin **2.50**

Girls Hockey Shoes, lightning hitch, solid calf skin **2.25**

Womens Hockey Shoes, lightning hitch, solid calf, skin . . . **2.75**

Mens Hockey Shoes, lightning hitch, all leathers, \$3.00 to **4.00**

We have the Largest Stock of Christmas Slippers in town any color, in warm Fancy Felt, Red, Brown, Blue, Fawn, Black, Scotch Plaid **98c to 1.35**

Misses' and Childrens' Fancy warm Slippers, in Red, Blue, Brown, Scotch Plaids, prices from **45c to 90c**

Womens Colonials, New Spring Styles in Kid, Patent Colt, Gun Metal and Suede, prices from . . . 2.50 to **3.50**

HONEYFORD & VERNON LTD.

A BRIGHT, WELL LAID OUT AND HELPFUL HOLIDAY AD OF COLLINGWOOD SHOE FIRM

PITHY STORIES BY TRAVELER AND RETAILER

How Human Nature is Reflected in Buying and Selling—The Fellow Who Has Too Little and the One Who Goes in Too Heavy—The Chap Who Thinks He is Down-to-Date—The Strictly High-Class Trade Dealer—How One Traveler Gave a Retailer Ten Days and Got Called—Do You See Yourself Reflected Here?

"Mr. T— near you is buying this line. He finds it a very profitable one to handle just now when there is a demand for a cheaper range in men's welts."

"In an unfortunate moment I urged this as argument on a prospective customer," remarked an old traveler the other day. "I thought it would spur my prospect to give me at least a trial order of thirty pairs."

"Well, sir, I misjudged human nature that time. Now and then when you mention what a competitor is doing it will incite the other fellow to come to a decision, but you must know your man."

"My suggestion in this case had the opposite effect."

"Mr. J— spoke up sharply, 'I do not want to handle any line that that unscrupulous fellow you have just mentioned has in stock. Why he is hated all over and is getting



in wrong everywhere both with manufacturers and patrons. He has done so many underhand tricks that the P— Shoe Manufacturing Co. and the A— Footwear Co. will not sell him any more. If he keeps up his tactics he will not be able to buy from any Canadian firm.

"I had to laugh," concluded the roadman, "at the observation of Mr. J—. Seeing that I had made a blunder in mentioning the name of a shoe dealer near him, who was selling my line, I thought that I would give him some advice that would open his eyes."

"You say, I added, that Mr. T— cannot buy from a couple of firms that you have just mentioned. Well, do not fool yourself in that matter. Let me tell you I have been on the road for twenty-seven years and any shoeman, who has the money—spot cash—can buy from any firm. Do you suppose if Mr. T— went to the P— Shoe Manufacturing Co. in search of floor goods, for instance, that the factory would refuse to sell him. Why it would tumble over itself in order to get his cash—if he offered a fair figure—and clean up some of the stock. Any man who has the money and wants certain lines of footgear can always get them, where the sales are not restricted to one dealer in each town. That has been my experience and, if he can not negotiate the deal personally, he can do so through a friend. Don't bamboozle yourself into any such tommyrot that Mr. T—, or any other retail shoe dealer, cannot buy from whom he wishes and what he wants, if he has the 'baubees to pay for the stuff.'"

* * *

High Class Trade-in a Dream

"It is really amusing to hear certain shoe dealers talk of doing only a 'high class' trade and catering to the best people alone," remarked a western traveler the other day. "How that term 'high class' is abused. You would think, by the talk of some men, that they never disposed of a man's shoe, except, of course, in the line of staples, for less than five or six dollars—and the same in women's."

"Now I want to tell you that there are more inquiries these days for four dollar and three-fifty shoes than there are for five and six dollar ones. In prosperous times, when no war is on, everybody is making good money, employment is brisk, cash plentiful and people are not economizing to the same extent that they are to-day, five, and even six dollar shoes may be the proper thing, for we all like to wear the best, but times have changed. Knowing this, what was my amazement last week, when I called upon a dealer doing business in one of the lesser busy streets of Hamilton and in only a fairly well-to-do section, to be told that my proposition did not interest him in the least."

"We will call this dealer, Mallord. I have here, I remarked, a special shoe made at a price. It is a men's welt, solid leather box toe, counter and insole. It is real good value for the money and nothing better on the market, cost considered. It is \$2.60 but, if you take thirty pairs, you can get five per cent. off, and the cases are free. You can readily see that this shoe which will cost you less than \$2.50 in thirty pair lots, can be sold at \$3.50 and a good profit made. Some of my customers get four dollars for it and it is real value at this figure. Well, sir, you should see the agony that Mallord put on."

"Not interested in the least," he added, with an over-bearing air. "To tell you the truth, Mr. R—, we could not sell such a shoe here. We have no call for a men's welt at three-fifty or four dollars. I bought some thirty pairs several months ago and we have half of them on the shelves. I do not see how we could sell any cheap shoes."

"Neither do I," remarked the traveler significantly, as he walked out of the store in disgust. "Why the duplicity of the man, who thought I swallowed such guff lock, stock and barrel. If the chap had told me that he was stocked up with such a line I would have believed him, but to tell me that he could not sell a men's Goodyear welt at three-fifty these days because his trade never asked for such a thing—well, enough said."

* * *

Gave Him Ten Days

"Yes," spoke up another traveler. "I had a peculiar experience the other day in a certain town in Western Ontario. There is a very good shoe merchant there by the name of Dole. I had never been able to interest him in my line but I had a very fine class of women's McKays on snappy lasts, with a substantial discount for cash. The terms for immediate are five per cent. off thirty days, following the first of month after shipment. That is for what they call immediate—not placing orders."

"Now, I wanted to make the customer feel good and pay him a little compliment, and so I said that I would make the terms first of February, ten days, five off. My customer thanked me for the honor and, as I knew the goods were not made up and the firm would not be able to ship them until well onto the end of December, this fellow's paper would date from January 1st, under the ordinary terms for immediate delivery, and he would have until February 3rd (with the three day's grace) to take advantage of the five per cent."

"Now what did my concession mean. It meant February 1st, ten days, five off, which would give him until

February 13th instead of February 3rd, just ten days extra concession. Yet you should have seen the letter that I got from the house finding all sorts of fault with me and pointing out that I had violated their regulation for immediate delivery, which was thirty days following the month of shipment.

"I wrote back to the firm that here was a new customer, well rated, whom I had never been able to land before and, as they would not be in a position to ship the goods until December, under their usual terms for immediate, the dating would fall on January 1st and the buyer would have thirty days to take advantage of the five per cent. discount. What I had given him was only ten days extra—a very small favor, indeed.

"Why I have known my house to accept placing orders with spring dating, which is the first of May, ten days, five per cent. off—ship the goods in January because they had them on hand, and then wait three months for their pay under their usual terms for spring dating. There is too much red tape about the terms of some concerns. They never consider that their placing order system is faulty and gives a customer more time than a traveler ever does, yet if he violates the terms one iota he is sure to hear from them, wanting to know why he did this and that.

"My concession, as I have pointed out, on that order amounted to only ten days from their usual terms for immediate shipment. Here was a new customer, a man whom I had never been able to interest previously, and yet you would have thought that I had given Dole ten months' extra time. I knew when I was extending the time for this brief period that the firm could not possibly make up the goods and have them delivered before December. If they had had the shoes in stock they might have given me a call with some reason, but their attitude in the present instance was unreasonable."

* * *

Too Many and Too Much In Buying

"If I were giving advice to any beginner in the retail shoe business," remarked a leading Winnipeg shoe merchant who has made a big success of the footwear line ever since he entered it, nineteen years ago, "I would say do not buy from too many houses, no matter how large your capital. You perhaps ask why. Again I would say do not buy all your women's shoes from one firm and your men's from another, although the traveler will tell you that they can supply you with all lines and at all prices.

"I will give you my views on the last point first. This is an age of specialization and no one factory can, in my opinion or experience, make all goods equally as well, as economically, and as stylish as the firm that makes a feature of some few lines. This has been proved time and time again, and is shown by the fact that the concerns who specialize are the biggest factors in development and prosperity to-day. One factory will give you the best results with women's McKays, another with women's welts, another with slippers, and another with turns, oxfords, etc. Each plant has special facilities in its particular line and, when you feel that you have struck the right firms for your novelties, your staple stuff, your high-priced range, etc., stick by them. Do not switch without good cause.

"I would never let the same house supply me with women's three, three-fifty, four and five dollar lines. It stands to reason that you cannot get the variety, the distinction, the individuality, the snap and the other little touches which make one shoe more valuable than another. Then you do not get the range of lasts, patterns, combinations, heels, toes, leather, stock, etc. The same applies to men's shoes in the different grades and prices. Each factory stands pre-eminent in some small thing. It may be the finish, the

lightness, the making of the joints, the stitching, the edge setting, the shapeliness, the bottom appearance, etc. I buy my women's oxfords from two leading firms, my pumps from another, my button shoes from another, and my medium priced bals from another, etc.—five firms in all. I do the same with my men's four, five and six dollar boots.

"I know a shoe dealer in another city not far from here, who has accounts with fifteen different firms. He is a good-hearted, sympathetic person, who likes to make everybody feel fine. He cannot resist giving pretty nearly every traveler, who comes along with a glad hand and a sunny smile, an order, even if it is for only a dozen pairs. What is the outcome?

"I will wager that I do twice as much business as this man and on half the stock, because mine is clean and fresh and does not consist of broken sizes and odd assortments. Why I know last spring that he ordered colored top shoes from at least seven firms, with some repeats and in dozen pair lots. He would, in his statement of sizes, stipulate one-two and half, one-three, two-three and half, two-four, two-four and half, two-five, one-five and half, and one-six. You see that, as soon as the middle sizes were broken, he had a motley collection and then, in these size selections, he has no two, no six and a half, and no sevens. There are quite a number of women who wear the largest sizes but, of course, we are expected to keep 'mum' on that point. Well, when colored tops went dead all of a sudden a few months ago, this man who bought dozen pair lots from every representative, had some thirty or forty pairs of assorted sizes left on his hands and could not get rid of them at any price. He finally called in a 'specialist' and gave him the entire lot at seventy-five cents a pair, whereas some of the shoes had cost him as high as three and three-fifty per pair. I had exactly five pairs left on my hands when the slump came and I got cost out of these, because I had bought carefully and from two firms only. I had gone strong on all sizes as I was able to do when ordering in sixty pair lots.

"You see that buying is one of the most important things in the shoe game to-day. You can never go to sleep on the job or be a plunger, unless you are in a large city where you are in a position to clean up quickly, but in a small city or town the conditions are vastly different and one must keep his stock well in hand."

* * *

Spring Sale Sign Still Flutters

"It is really amusing how some merchants in the foot-gear line expect to do business and yet they call themselves up-to-date," remarked a Quebec shoe dealer the other day. "Did you notice that sign up the street?" he asked.

"Well, Lown used to be in business there and he was an enterprising fellow but over bought, had little capital, sold too cheap, and failed. Just before he went under he had some nice signs attached to the top of the windows on the inside, reading 'Spring Shoe Sale—Big Discounts.' Curtin bought the business and has been conducting it ever since. He informs the people that he is giving great bargains and that he has some of the Lown's goods on hand yet, which he is sacrificing. He thinks that he is a real shoeman and is giving some of us pointers, and yet that sign of 'Spring Shoe Sale' is still doing service in the month of November.

"I do not think the fellow's windows have been changed once in the past seven weeks. Still, Curtin tells customers how up-to-date he is, how he can sell cheaper than any one else, and how fresh and clean his stock is—probably as fresh and clean as that sign which is the laughing stock of the city and he does not know it. Some good kind friend should arouse him."

STRAY SHOTS FROM "SOLOMON."



If Charles Darwin had only looked in the right direction he might have found the missing link. There are men in business who trail their manhood in the dust and go on all fours to make a dollar. These are the moral chimpanzees, who chatter about it being impossible to be successful in business and be honest. To cover their own hideous deformities, they spread broadcast the slander upon those who are as far their superiors morally as Adam towered physically, morally and spiritually above the swinging apes of Eden. Sooner or later the scoundrel who utters sentiments like this will be in the place where he belongs—the cage. This is the kind of doctrine with which the Father of Lies sought to overthrow old Job, and the result was the imperishable record of a man who would die rather than touch the slime of the pit. The grandest sight in the physical universe is a man, but the grandest sight in the physical or moral universe is a man whose eyes "look right on" and whose eyelids "look straight before him."

* * *

In this age of talk, one would think the mouth got in enough work without any assistance from the other members, and yet, as Solomon says, there are people who speak "with their feet." There are men who profess to be able to tell a man's character from the way he wears out his boots. Evidently the science of scarpology was not altogether unknown in the days of Jerusalem's magnificence and splendor. There is a sense, however, in which feet talk that is not contemplated by the learned disquisitions of those who profess to be able to tell the size of a man's pocket-book by the heels of his shoes or the way he treats his wife by the toes of his boots. A man may talk religion till he can't spit; but if his feet take him into the back entrance of a saloon they will soon outtalk his mouth, and land him in the gutter. A man may talk down the most talkative traveler that shows him goods; but if his feet lead to the horse ring or the ball game when they should be in the store, they will soon talk down his commercial rating. A man may have a university education and may be able to delight those who call at his store with his conversational powers as well as his gentlemanly manners; but if his feet tramp the path to the house of the "strange woman" whose steps "take hold on hell," their voice will be heard above his soft accents and courteous words, and the pure and virtuous will learn to shun his presence and the wise creditor his account. To-day, if ever in the history of the world, feet talk. It is not now so often asked of a man how much he has in the bank as where he spends his leisure time. Young man, how do your feet talk? Let me know where your feet take you at night when the store is closed, and I will tell you where you will stand five years from now.

* * *

The reason some men have such a hard time doing right is because they are always "at home" for the Devil. Even he is too much of a gentleman to stay when he is not wanted; and when you find a man walking arm-in-arm with him in business, or entertaining him socially, you may put it down that it is a case of mutual affinity. People

who whine about being "led away" by temptation in nine cases out of ten tempt the Devil himself. The man who camps in an enemy's country, and complains when he is pressed into service, doesn't deserve much sympathy. The man who spends his time and substance with loafers and prostitutes, or devotes his evenings to poker and whiskey, oughtn't to feel astonished if the prayer meeting seems tame or legitimate business dull and uninteresting. An old red-nosed soak was arguing on the street corner that the Bible endorsed the scorching a man's vitals with forty-rod liquid fire and distilled damnation because the Apostle Paul advised Timothy to "take a little wine for his stomach's sake and for his often infirmities." The listener promptly cornered him by insisting on a flat answer to the question, "Do you take it because the Bible authorizes it or because you like it?" There are people on the lookout for anything, from an angel to a devil, to help them crawfish out of their own crookedness. As wise a man as Solomon puts into the mouth of Othello, referring to association with a certain sin,

"He that means virtuously, and yet does so,
The Devil his virtue tempts, and he tempts
Heaven."

And Solomon himself saith, "Enter not into the path of the wicked."

* * *

"To everything there is a season, and a time to every purpose under the heaven," saith the Preacher. How few there are, notwithstanding, who have an adequate conception of the "eternal fitness" of things. To do the right thing at the right time is the "open sesame" of success. We laugh at the incongruities of Handy Andy, but how many of us are guilty of the same faux pas in a degree, and could, if we would, relate most pathetic as well as amusing contremps in connection with these failings. A prominent local undertaker engaged an assistant some time since and in instructing him as to his duties suggested the advisability of his being cheerful in his demeanor towards patrons rather than mournful and lugubrious. The young man absorbed the idea; and with a view to carrying out his employer's wishes, although not musical enough in his tastes to distinguish "Old Hundred" from "God Save the Queen," he soon learned to hum one or two street airs sufficiently to embody the tune. One morning he was called to wait upon a gentleman who called to procure a casket for his deceased brother. The young man showed him through the stock, all the while humming his little ditty. The customer looked furtively once or twice at the assistant, and finally turned squarely on him and said, "Young man, do you always hum that tune when you show people caskets?" "I—I—I don't know," stammered the young fellow, somewhat abashed. "W—why what is it?" "Well," replied the customer, "it is just [this way: it may not always be appropriate, and I advise you to learn something more general in its application." He had been humming, "There'll be a hot time in the old town to-night."

Solomon

HOW TO FIGURE SELLING PRICE OF SHOES

Errors That Are Too Commonly Made—There is a Right Way Which All Should Follow—Some Useful Tables for Finding the Selling Price and for Figuring Net Profits Which it Would be Well to Preserve—Three Elements to be Considered

There are three elements that enter into determining the selling price of any article, namely, the cost of the article, percentage of operating expense, and percentage of profit desired.

The cost of the goods is a known element in the selling price. The other two elements, percentage of operating expense and profit, must be figured out.

This is the rock on which so many retailers are wrecked due to the fact that they use cost as a basis for figuring instead of selling price.

Taking a certain percentage of the cost price produces an entirely different result when applied against the selling price.

A merchant who finds at the end of the year that his returns are not satisfactory, sometimes assumes that the trouble is in one place, when as a matter of fact, it is in another; sometimes he takes it for granted that the trouble is in his expense account and immediately adopts a rigid reduction, to the detriment of his service and sales, when his trouble was not there, but in the fact that his average gross profits were not sufficient to cover the cost of doing business, no matter how careful he might be.

A Common Error

Many merchants make the mistake of adding to the cost of the goods a certain percentage, to cover operating

added to the cost. Is it any wonder that they are surprised at the results which show that they are making less than they think they are?

To illustrate this point, let us take a business, for example, in which the operating expense is 22 per cent. and the

Cost to do Business	Percentage of Increase of Selling Price over cost							
	20	25	33½	40	50	60	75	100
10%	6½	10	15	18½	23½	27½	32½	40
11%	5½	9	14	17½	22½	26½	31½	39
12%	4½	8	13	16½	21½	25½	30½	38
13%	3½	7	12	15½	20½	24½	29½	37
14%	2½	6	11	14½	19½	23½	28½	36
15%	1½	5	10	13½	18½	22½	27½	35
16%	¾	4	9	12½	17½	21½	26½	34
17%	½ Loss	3	8	11½	16½	20½	25½	33
18%	1½ Loss	2	7	10½	15½	19½	24½	32
19%	2½ Loss	1	6	9½	14½	18½	23½	31
20%	3½ Loss	0	5	8½	13½	17½	22½	30
21%	4½ Loss	1 Loss	4	7½	12½	16½	21½	29
22%	5½ Loss	2 Loss	3	6½	11½	15½	20½	28
23%	6½ Loss	3 Loss	2	5½	10½	14½	19½	27
24%	7½ Loss	4 Loss	1	4½	9½	13½	18½	26
25%	8½ Loss	5 Loss	0	3½	8½	12½	17½	25

Net % Profit	Table for Finding Selling Price											
	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%	
1	1.19	1.21	1.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	
2	1.21	1.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	
3	1.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	
4	1.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	
5	1.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	
6	1.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	
7	1.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	
8	1.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	
9	1.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	
10	1.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	
11	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	
12	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	
13	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61	
14	1.41	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61	1.64	
15	1.43	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61	1.64	1.67	
20	1.54	1.56	1.59	1.61	1.64	1.67	1.70	1.72	1.75	1.79	1.82	
25	1.67	1.70	1.72	1.75	1.79	1.82	1.85	1.89	1.92	1.96	2.00	
30	1.82	1.85	1.89	1.92	1.96	2.00	2.04	2.08	2.13	2.17	2.22	
35	2.00	2.04	2.08	2.13	2.17	2.22	2.27	2.33	2.38	2.44	2.50	
40	2.22	2.27	2.33	2.38	2.44	2.50	2.94	3.03	3.13	3.23	3.33	
50	2.86	2.94	3.03	3.13	3.23	3.33	3.45	3.57	3.70	3.85	4.00	

expense and profit, and using the result as a selling price. Yet, in figuring their profits for a given period, they expect to realize the same percentage of profit on the sales that they

profit desired 10 per cent. Take an article that cost \$1.00, add 22 per cent., or 22 cents, as a cost of doing business, and then 10 cents profit, making the selling price \$1.32. In arriving at the percentage of operating expense, the sales are used as a basis of calculation; therefore, the cost of doing business, 22 per cent., is figured on the selling price.

In this case 22 per cent. of the selling price, \$1.32, is 29 cents. The cost of the article is \$1 and adding to this 29 cents for operating expense, gives a total of \$1.29, which, subtracted from the selling price, \$1.32, leaves just 3 cents profit. Therefore, instead of realizing 10 per cent. profit, as anticipated, the actual profit is only 2¼ per cent.

The Right Way to Figure It

The right way to have figured the selling price on this article is as follows:

The selling price is made up of the cost of the article, the cost to do business, and the profit, and represents 100 per cent. The cost to do business is 22 per cent. and the profit is 10 per cent., which, added together, amounts to 32 per cent.

Since the selling price is represented by 100 per cent. and the cost to do business and the profit amount to 32.

per cent., the balance of 68 per cent. must represent the cost of the article, or \$1. If 68 per cent. of the selling price is \$1, then the whole selling price is 100, divided by 68, or \$1.47. Therefore, to make 10 per cent. profit on a dollar article it must be sold for \$1.47 and not \$1.32.

In this illustration we have shown the right way and the wrong way of figuring the selling price, using the example just quoted.

Table for Finding Selling Price

As a means of determining the selling price when the percentage of operating expense and profit desired is known, the table illustrated herewith can be used to good advantage. The percentage of operating expense is shown across the top of the page and the percentage of net profit shown down the left hand side.

In finding the selling price of the above article, first locate the 22 per cent. at the top of the page, and then read down this column until opposite the ten per cent. at the side; the selling price for an article that costs \$1.00 is then shown in the table. In this case it is \$1.47. If the article costs \$3.50, multiply \$1.47 by \$3.50 and arrive at a selling price of \$5.15.

Table for Figuring Net Profits

The other table shows what your net profit really is when you increase the cost price by a certain percentage.

For example, if you increase your cost price 25 per cent. and your cost of doing business is 15 per cent. in the column headed "25" opposite the 15 per cent. at the left hand side

of table appears the figure 5. This shows that by increasing the cost price 25 per cent. and with an operating expense of 15 per cent., a net profit of 5 per cent. can be realized.

QUALITIES OF A GOOD ADVERTISEMENT

To speak to possible customers you get up a little form, worded as you think to the best advantage, and this is your advertisement. There are certain things that an advertisement should be. Above all, it should be truthful; it should not attempt to mislead or deceive. It should be clear; you are speaking to the lowest intelligence, as well as to the highest. This is not platform oratory, its only object being to get business, and any honest man's money is acceptable to you. An advertisement should be forceful, that is, earnest. In combining these three points, we think you get the basis of a successful advertisement. It should be truthful, clear and earnest, just exactly the points upon which you would found an argument in talking to a friend.

There are other things that an advertisement may be, in addition to what it should be. It may be humorous, if you wish, and if you are able to tell what humor really is. Smartness is not humor, by a long shot, although people addicted to it evidently think it is. Flippancy is not humor. Humor is a kindly something which enables a man to present an argument in a genial way. A really humorous advertisement carries weight of its own, and is therefore valuable. A great many advertising experts decry the use of humor, but the writer believes it has its uses and is valuable in its own place.



SOME NEW CONCEPTIONS IN EVENING FOOT TOGGERY

Here are three extreme styles in women's high-grade footwear as shown in a recent advertisement by Cammeyer, the widely known artistic shoe establishment on Fifth Ave., New York. On the left is seen an old French evening boot, hand embroidered, with brocade vamp seam and top, fastened at the top with close lace cuff. In the middle is a rather unique slipper, something after the Tango style, which was the rage two years ago. The brocaded effect is pretty and the shoe comes in any material desired. On the right is a Slave sandal. The design is certainly original. The

vamp and cuff are brocaded and the shoe is cut away in front in order to display hosiery. The retail price of these shoes, at the aristocratic American boot shop, runs from \$25 to \$35 per pair, and they represent the last word in elegant and exclusive types of foot-toggery. All the models carry Louis wood covered heels. It is not likely, however, the Canadian manufacturers will fall over themselves to adopt such extreme conceptions, but as a presentation of what the fashionably dressed woman in the metropolis is wearing, the picture affords an interesting study.

AN HISTORIC WHOLESALE SHOE FIRM

One of the live wholesale shoe houses of the West is the historic firm of Kilgour, Rimer Co., who have a large establishment on Princess street in that city. J. J. Kilgour is the President, and his son, J. P. Kilgour, is Vice-Presi-



J. J. KILGOUR, WINNIPEG

dent. A few months ago the former acquired all the interest in the firm from his brother, J. B. Kilgour, who is now the sole proprietor of the Regal Shoe Stores in Winnipeg and Toronto. J. J. Kilgour began his career in the store of Thomas Ryan & Co., and thirty-two years ago started for himself in a small way in co-operation with F.



P. J. KILGOUR, WINNIPEG

W. Rimer. By industry, application, good service and handling reliable lines the business grew steadily and some twenty years ago the wholesale field was entered under the name of the Kilgour-Rimer Co. Mr. Rimer, after a quarter century association with Mr. Kilgour, passed away in 1908,

but the old name has been retained. The firm are interested in a number of outside concerns, among them being the Western Shoe Co., of Berlin, and the Independent Rubber Co., of Merritton.

Kilgour, Rimer Co. handle the goods of a number of leading factories and report that trade has greatly improved during the past few months and the outlook for a busy winter is most promising. In the warehouse and on the road they employ a large force of competent and progressive men, and have developed a wide connection.

WHEN DOES SHOE FIT PERFECTLY?

In answer to a question from a shoe clerk wanting to know when a shoe fits, so as to be able to say to his customer, "that shoe is a perfect fit," a correspondent in an exchange says:—

In every case the foot must be fitted from the ball of the foot back to the heel snugly, that is, standing with the full weight in the shoe there must be no wrinkle just back of the great toe joint. This test practically proves that there is length enough to accommodate any weakness of the muscles and ligaments and that the wide part of the foot is in the wide part of the shoe, as it should be to tread right. This usually means a shoe long enough for the foot (except in exceptional cases).

The amount of room left in the toe of the shoe is like the crown of your hat, which really is too unimportant to bother about, except in explaining to your customer, that the foot lengthens from half to three-quarters of an inch when the foot has worked forward and into its natural position in the shoe, and that it needs this amount of room.

Experience and common sense will tell you by running your hand over the vamp of the shoe where there is any extra pressure, which must be taken into consideration and fitted accordingly.

For corns, bunions and other deformities, a little stretching and softening will insure the customer against that antique idea of long standing that a shoe must "be broken in" to be perfectly comfortable. Allowance must be made for the natural stiffness of a new shoe, but the old-fashioned idea of "breaking in" a shoe is fast giving way to the "know how" salesman.

SHOES NOT SOLD INTELLIGENTLY

Hollis A. Scates, head of the shoe department of Filene's, Boston, spoke recently before the Pilgrim Publicity Association. His subject was: "What Is the Matter With Retail Shoe Advertising?"

The speaker at one time was a shoe manufacturer and is thoroughly conversant with his subject.

Among the points brought out by the speaker were: That footwear, although getting harder usage than any other apparel, is neither bought nor sold intelligently; that indiscriminate advertising has led the consumer to expect more than the manufacturer and dealer can give, and have any profit left for himself; that because of keen competition in the business, both as to production and sale, no one shoe of a given grade can be better than another of the same rank.

Shoes should not be sold on the "one price" basis, as it is neither fair to the dealer nor to the consumer; departmental stores do not show the proper attention to shoe department advertising.

He said it is a fact that advertisers have led the consumers to expect too much value in a pair of shoes, and that out of 100 pairs of shoes, sold to as many different persons, 50 pairs will wear out in as many different ways and places.

SALVATION OF COUNTRY MORE THAN DIVIDENDS

The war has hit several industries, more particularly those located in the Old Country, and Canadians at this distance cannot adequately appreciate the difficulties some business institutions are encountering. Among the firms who, for many years, have conducted a constantly growing and mutually satisfactory trade with a large number of Canadian customers, is Sir H. W. Trickett, Ltd., the world-renowned slipper manufacturers of Waterfoot, near Manchester. Their line is so varied and the sources from which they obtain their supplies so widely scattered, that many barriers have arisen in obtaining proper supplies.

When it is considered that Sir H. W. Trickett, Ltd., employ felts, satins, velvets, camel hair, Venetians, etc., in their output, and that there are many different shades with trimmings and ornaments to match, customers may, perhaps, have some conception of how the war has interfered with their operations. Another difficulty is that as the result of Lord Derby's urgent pleas for "men and more men," the factories of Sir H. W. Trickett will soon be depleted of all eligible young men. This loyal and historic firm pride themselves on doing all in their power, not only to encourage recruiting, but to assist by every moral and financial means, the triumph of British arms. Several thousand dollars has also been contributed by them to the dependents of single men, as well as to the wives of married men, who have enlisted, for as the firm pertinently observe: "The salvation of our country is more to us than dividends."

In a personal letter, supplementary to the one sent to their Canadian customers which appears in another page, Mr. O. Eatough, managing director of the company, after recounting some of the trials engendered by the war, states they have done their best, and hopes that their Canadian customers will not think they have neglected them in any way, for the Trickett organization, like many others, is a creature of circumstances. He trusts that patrons in the Dominion may be a little lenient in their judgment, and not come to the conclusion that the firm are throwing them over. All that Sir H. W. Trickett, Ltd., ask is that their numerous Canadian friends give them credit for having done their best, under abnormal conditions and they express the hope that before long, "we may have a speedy and permanent peace."

AND STILL HE WONDERS WHY?

"No, I do not take your paper. It is no d—— good."

"Do you ever read it?"

"Oh, no; but it is no good just the same."

"Well, how do you know if you have never read it?"

"Well, I have no time to argue on that point. I have given you my opinion, and that ends the matter. Good day, sir!"

This is the attitude often taken by a know-it-all merchant, says an exchange, towards a bright and enterprising trade paper, which, if he read it, would keep him in touch with all that is going on in his line, afford him pointers on what other men are doing and impart the latest instruction in selling systems, merchandising methods, stock turnover, clearing sales, window displays, advertising, etc. There is always some chap in every community who knows it all, and at the same time this fellow is frequently jealous of his more prosperous business friends. He wonders why they go ahead, increase their trade, install new fronts, have more attractive premises, cater to a better class of people, get higher prices, make more money, and widen the horizon of their activities. He cannot understand it. He is not receptive to new ideas, nor does he care to discard some of the stereotyped and moss-back methods which held good in the days of grandpapa.

Nowadays, for a man to succeed, with competition as keen as it is, the style problem so acute, the buying proposition so uncertain, and trade as fleeting as capital itself,

he must be wide-awake and have complete information on all the latest phases of his business. He must know what new goods are on the market, what the demand for them is, where he can purchase them to the best advantage and get deliveries in the shortest possible time. He must adopt the most recent selling methods and install attractive window trims, know what new lines are being placed on sale, who is giving the best service, who makes the most reliable and popular goods, and one hundred and one other things; all of which information the trade journal faithfully collects and imparts.

He should know how the various lines are made, what the facilities of the various centres are, how to figure profits and loss, how to have more frequency of turnover, how to keep stock and have definite knowledge as to what shape his stock is in, get rid of all left-overs and ne'er-do-wells and the way to make the largest proportion of his merchandise move and work for him.

These and many other things must the active, intelligent business man know to-day. Such a fund of information and wealth of ideas he obtains from his trade journal, which, in its efforts and research, goes far and wide to place the latest facts and figures at his disposal and give him practical suggestions and feasible pointers. He is, or should be, working in co-operation with it, pointing the way to higher ideals—the accomplishment of greater deeds, the building of a business founded on industry, intelligence, integrity and worth.

POPULAR TRAVELER JOINS COLORS

T. W. Hart, who for the past seventeen years has been connected with the Nugget Polish Co., has enlisted for foreign service and is now a member of the 95th Battalion.



T. W. HART, TORONTO

Toronto. After ten years spent with the company in London, Eng., Mr. Hart came to Canada in 1908 and has represented the Nugget organization on the road in all parts of the Dominion, and for some time throughout the Canadian West. Many friends will miss his genial smile and welcome presence and are confident that he will make just as faithful and energetic a soldier as he did a traveler. Major John Harris, Canadian manager of the Nugget Polish Co., is also an enthusiastic military man and, while regretting the loss of Mr. Hart from his staff, is keeping his position open for him on his return from the front.

GROWING DEMAND FOR FIBRE SHIPPING CASES

The use of fibre shipping cases is increasing, notwithstanding that some objection to the use of the same has been made by some retailers. In order to understand why the fibre shoe case is increasing in use it may be well to consider briefly the principal objections that have been made against it, as well as the reasons why they appeal to shoe manufacturers.

One of the objections the writer has noted on the part of shoe retailers is that the fibre case has no value after the shoes are unpacked, while the wooden shoe case does have a slight value as an empty box. This objection certainly cannot be considered a weighty one. The retailer is supposed to be buying shoes, and the case in which the shoes are shipped is a matter that concerns the manufacturer principally.

Another objection some retailers have raised is that the shoes packed in fibre cases do not arrive in as good condition, because it is alleged the fibre cases are broken up more in the handling by the railroads. If this is a condition that is both true and necessary the writer would admit it to be a serious objection, but the writer takes exception to this objection, first because of the fact that the wooden shoe cases are often damaged in transit, and second because if the fibre cases are damaged in the handling by the railroads, that damage is unnecessary.

I believe it is much the same case as the fibre counter vs. the leather counter. The suspicion against the fibre counter because it was a substitute for leather caused much more severe requirements to be made of it than were made of leather, and I believe that because the fibre shoe case is a substitute for wood, retailers because of the few cents' loss to them on the empty cases, and the railroads, because of careless, abusive and unnecessary handling by their employes, are inclined to criticize the fibre shoe case and to penalize its use so far as possible, forgetting for the time being the troubles that they have always had with the wooden shoe cases.

The accounts for the disposition on the part of the railroads to penalize the fibre shoe case by raising the freight classification, a senseless proceeding that could be justified on no other basis except that the railroads, like some labor unions, always gladly seize any pretext or excuse for raising the rates.

Looking at the matter from the shoe manufacturer's point of view, we find several conveniences and economies in the use of the fibre shoe case. When the shoe manufacturer uses the wooden shoe case he must either have them delivered to him by his local box maker, in which case they occupy a lot of floor space, or he must have them shipped to him in a knocked down condition by a distant lumber plant, in which case he must nail the boxes together in his shoe factory, requiring considerable skill and work to do properly. In order to obtain the economy of floor space he must do a lot of nail

ing. Then, also, there is the loss of a certain percentage of cases or covers that are spoiled during the nailing operation, or broken up in handling.

From these observations as to the use of the wooden shoe case it appears that it is not all beer and skittles to ship shoes in a wooden case. Wooden shoe cases are usually made from the poorest lumber, full of knots; it is saved very thin and easily broken. There are no knots in the fibre shoe case.

When the manufacturer uses the fibre shoe cases they come to him in a knocked-down condition, in as many sizes as he wants. They are all alike; there is no nailing to be done. All that is necessary is to set up these collapsed cases, put in the shoes and paste the flaps and binding strips, then the cases are all sealed up and cannot be opened without the fact that they have been opened being very apparent.

And there is also the fact that the fibre shoe case is an air-tight package. The shoes inside of them receive a greater amount of protection from atmospheric changes than they do in the wooden shoe case. Shoes packed in the fibre shoe case with the reasonable handling to which freight is entitled, should reach the shoe dealer in a better condition of finish of uppers and bottoms than if they are packed in wooden shoe cases.—Superintendent and Foreman.

GEO. A. SLATER, A THOROUGH SHOEMAKER

(See Front Cover)

George A. Slater was to the "manner born." His father the late George T. Slater, was one of the pioneer shoe manufacturers who graduated from the "bench" and who made a name for thorough-going shoemaking in Canada that is still more than a memory. It is just twenty-eight years ago that Geo. T. Slater passed away leaving his two sons, Geo. A. and Chas. E., to continue the business as Geo. T. Slater & Sons, and the first evidence, by the way, that George A. gave of his taking the responsibility as head of the business seriously, was the placing of an advertisement on the front page of the SHOE AND LEATHER JOURNAL in its first number, January, 1888. He was practically the first advertiser this Journal ever had.

Geo. A. Slater had a thorough, practical training in his father's factory. He is a shoemaker first, last and all the way through and has demonstrated fully the fact that the man or concern that knows how to make good shoes and market them can spell out his success in dollars. After withdrawing or rather dissolving the old concern he commenced business on his own account in a way that gave him the widest scope possible for his ideas and talents.

Geo. A. Slater is intensely practical and with all his expert technical knowledge of shoemaking never loses sight of the commercial side of the question—the selling quality of the shoe. He has for thirty years given himself so fully to the one idea of building up a successful shoe business that he has not had time to develop hobbies or interest himself in side issues. His business is his hobby upon which he only breaks in for an occasional trip to the larger shoe centres or a few days with congenial friends in the solitudes of Quebec.

He is quiet to a fault and is plain "Jack Blunt" to friend and foe. He says what he means and means what he says. He is not, however, of that narrow breed who shut themselves within themselves. He takes a general interest in affairs and especially in the interests of the industry with which he is identified. He is chairman of the Boot and Shoe Manufacturers' Section of the Canadian Manufacturers' Association and has done good work in promoting cordial relations not only amongst shoe manufacturers but between the latter and other interests. Mr. Slater is also vice-chairman of the Montreal Branch of the Canadian Manufacturers' Association. Summed up in the words of one who knows him well George A. Slater is "all wool and a yard wide."

APPRECIATES THE JOURNAL

Enclosed herewith please find \$1.00 as per subscription account for "Shoe and Leather Journal" for another year.

We appreciate the "Shoe and Leather Journal" and you will have to pardon us for letting our subscription run a little over time.

Yours very truly,

CHARLOTTETOWN RUBBER CO., LIMITED.

Charlottetown, P.E.I.,

A Great Distributing Centre

THE South-Western Peninsula is admittedly the garden of Ontario. Bordering on lakes Erie, Huron, and Georgian Bay, what was once a land of forests, rivulets, and low lying swamps is now a veritable paradise of agriculture and manufacturing enterprise. In the northern portion mixed farming and dairying are carried on, while in the south and west, in what is called the fruit belt, all kinds of fruits are grown, including grapes, peaches, pears, plums, cherries and apples. The rural population is widely and thickly spread, thriving villages and towns are scattered all over the area and the means of communication are such that business in the district is always on the move. Within this area are over one million people, or about an eighth of the entire population of Canada, so that it constitutes one of the richest sections of the "Banner Province." The southern portion was, of course, the first settled owing to the military roads built about the beginning of the nineteenth century between Toronto and London and between Detroit and the Niagara River. The somewhat warmer climate of the southern portion had also, no doubt, much to do with the land being taken up more rapidly than in the north. As the sections around the west end of Lake Ontario and along the Niagara River became occupied the settlers sent for their friends or pushed further west themselves, so that between the years 1800 and 1825 clearings and finally villages appeared to break the monotony of forest and stream. The district south of London where St. Thomas now stands was opened twenty years before the former was heard of. In fact much more is known of the southern portion of the peninsula than the northern. The tract was occupied by the Neuter nation of Indians, a branch of the Hurons, when the French had possession of the country and accounts of their operations and especially of their missions mention places such as La Chaudiere (Kettle River) and others that have since become familiar to us. It was not until the influx of immigration (about 1800) took place that the country began to open up. To-day, as we have intimated, it is a land of thriving population and growing industrial importance.

City of London

THE first sod of the city of London was turned in 1826 by Peter McGregor, a Highland Scotchman, who, clearing a place in the "bush," built for himself a log cabin close to one of London's leading thoroughfares of to-day. Other settlers followed, and soon in the midst was started a small hamlet which later took on the dignity of a village, being incorporated as such in 1840 with a population of 2,000. The village was almost obliterated by fire in 1845, but was quickly rebuilt, and three years later (1848) was incorporated as a town with a population of about 5,000. The first railway came to London in 1853, and the following year, or 1854, it was incorporated as a city, having passed in population the 10,000 mark. From that time, "Onward" has been the watchword, in population and everything else, with the result that the city has now, according



WHOLESALE—

**Boots and Shoes
Miner Rubbers
and Felt Goods**

Complete stock always on hand.

Phone or write us for your requirements.

Quick service our specialty.

**COATES, BURNS
& WANLESS**

LONDON ONT.

London Phone 1465

STERLING BROS., LIMITED



*Manufacturers and
Jobbers of*

**Boots, Shoes,
Rubbers
and Felt Goods**

LONDON

ONTARIO

to a recent census, about 60,000 people within sound of its factory whistles. London is peculiarly a city of homes, its broad, well shaded avenues and streets giving an air of quiet elegance not found in many cities. It is estimated that fully seventy-five per cent of the population live in their own homes. The public buildings are numerous and handsome, and the churches are a feature that proclaim the staid religious trend of popular thought

In factories, however, London shows its predominance and since the introduction of the Hydro Electric System, of which by the way Sir Adam Beck, an honored citizen of London, is the father, such an impetus has been given to manufacturing that the city is rapidly becoming a chief manufacturing centre of Ontario. There are upwards of seventy-five lines of manufacture represented at present in its industrial operations, including over 250 factories, employing upwards of 13,000 employes with an annual pay roll of over \$5,000,000. Within the last twenty years there has been a marked increase in shoe and leather production and distribution, as noted in this issue. Twenty-five years ago there was only a tannery and two small shoe factories.

The city owns and operates its own electrical distribution system, the power being received at 13,200 volts and transformed to 2,300 volts for street lighting and small power users, and to 550 volts for distribution to heavy power users. London has its own waterworks system supplying the purest water.

As a distributing point London is unsurpassed in Canada. It is the centre of a network of railways, 200 trains a day entering or leaving the city, and it is now proposed to run a belt line around the city to connect the railways with the factory system. It possesses amongst others one of the most beautiful parks in Canada—Springbank—which, situated on the Thames, affords all the advantages of wood and dell and flowing stream.



Yes There Is—

a first-class line of really stylish Goodyear Welts for men made in Canada.

Don't make any mistake about it—you've no need to go south of the international boundary to get shoes capable of absolutely satisfying the high-class trade.



“Astoria” and “Liberty”

THE HONOR-
MADE SHOES

*Goodyear Welts
For Men*

These shoes are made upon smartly designed lasts that embody the newest ideas of approved footwear fashions. . The stock used is flawless and every detail of construction and finish is expertly carried out, assuring a shoe that retains its good style and gives enduring satisfaction.

*Strutter Last for
Young Men.
Mahogany Calf
Bal.*

Scott-Chamberlain, Limited

LONDON

ONTARIO

Representative London Shoemen



Wm. Chamberlain



S. M. Sterling



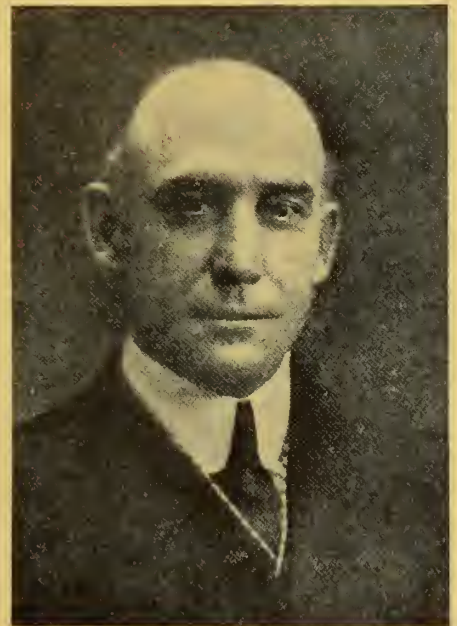
F. S. Scott



T. A. Karn



Robert Coates



E. S. Hunt



R. B. Wanless

This Map Shows—

Some of the Leading Points to which
THE LONDON SHOE CO'Y,
Canada's Big Wholesale Shoe
House, are daily transmitting their
"LIVE SHOE LINES"



Illustrated Catalogue sent on request.

The London Shoe Company, Limited, London, Canada

London Shoe Company

THIS concern, which does a large wholesale shoe business, more particularly in the Western Peninsula but extending considerably beyond that district was established about thirty years ago by Mr. Philip Pocock, who is the president and general

carry a large stock of rubber footwear, Mr. Pocock being a director of the Independent Rubber Co., of Merriton, Ont. They have a large turnover owing to the fact that they are so conveniently located for the particular district in which they are



Philip Pocock, London, Ont.

manager. Previous to that time Pocock Bros. conducted a large retail shoe establishment in London for about nine years, so that the concern has the good fortune to understand both ends of the business. Mr. Pocock was amongst the first of those in the west to visit the eastern markets in person, and is one of those who made trips to Quebec towards the close of the seventies when there were only about four shoe factories at the Ancient Capital.

The London Shoe Co. carries a large stock of footwear of all grades, occupying a large, handsome, five storey warehouse on Richmond Street immediately adjoining the Grand Trunk Station. They also

located, and have for some time felt their commodious quarters quite cramped for the large demands upon their capacity.

Mr. Philip Pocock is one of London's foremost citizens, having been a member of the Board of Aldermen for some years. He is chairman of the Public Utilities Commission, a member of the London Railway Commission, and actively identified with a number of insurance and financial boards outside his own business. He has always taken an active part in benevolent, patriotic and philanthropic enterprises and has done a great deal by his practical business methods and ideas to make effective the organizations with which he is connected.



Patent Button, Black Cloth Top, Plain Toe, Special Heel, Last 60—Welt, Turn or McKay



Patent Pump, Fancy Quarter, Last 56—Welt or Turn



Patent One Strap Pump, Last 60—Welt, Turn or McKay



Patent Cross Strap Pump, Last 56—Welt or Turn.

MR. RETAILER

A FINAL WORD with you
BEFORE you place your
SPRING ORDER

DO YOU KNOW that the **C. N. W. Shoe Company, Limited**, is this season turning out a line of **WOMEN'S FINE SHOES** second to none? Shoes that are up to the minute in **STYLE** and **WORKMANSHIP**? Shoes that really fit? The kind that your **CUSTOMERS** come back and ask for "THE SAME SHOE I HAD BEFORE."

THIS may be the Lady Elgin, Miss Milo, The Duchess, Comoda Cushion, or that ever popular shoe "AUNT MARY'S OUTSIZE."

As for the present favorite **GYPSY SHOE**, this progressive firm is featuring it in the latest patterns, both lace and button.

C. N. W. Shoe Co.

Limited

LONDON, ONTARIO

STERLING BROS.

THE oldest existing shoe manufacturing and jobbing concern in London is that of Sterling Bros. Mr. S. M. Sterling came to London in 1882, having been previously senior partner in John McPherson & Co., of Hamilton, Ont. He began the manufacture of hand made staples and sometime afterwards, adding eastern made lines, was compelled to enlarge his premises. Sterling Bros. erected a new and handsome structure in 1898 which was burned in 1904 and rebuilt the same year. Their present building is 40 x 100 feet six storeys high, and they have begun to find it inadequate. Mr. "Sam" Sterling is one of the best known men of the shoe trade of Canada, and stands high for his knowledge of the shoe trade and for the "sterling" qualities that made his name one to conjure with in this particular district. Their staples are regarded by the shoe man of the peninsula as in a class by themselves.

SCOTT-CHAMBERLAIN, LIMITED

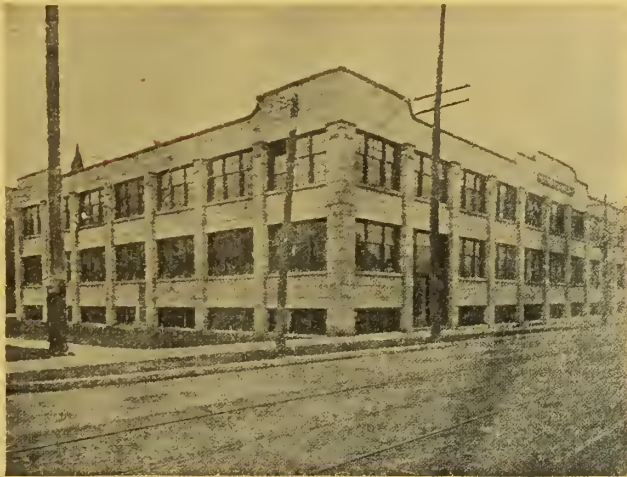
Amongst the factories that have brought renown to London as a shoe centre was that established in 1904 by J. P. Cook, an old London shoe retailer of ideas and experience. In conjunction with his brother-in-law, Mr. C. J. Fitzgerald, he organized the Cook-Fitzgerald Co. From the very start this concern made a hit with its up-to-date lines of men's footwear and in the space of two or three years their brands, "Astoria" and "Liberty," were known from one end of Canada to the other. In 1911 the moving spirit of the enterprise, Mr. J. P. Cook, died and Mr. Fitzgerald came up from New York and ran the business until a couple of months ago with great success, when the company sold out to Scott-Chamberlain, Limited. We had a somewhat extended reference to this change in our issue of Sept. 1st.

Scott-Chamberlain, Limited, have since taking hold of this factory put up the character and volume of its product so that already the business is reaping the benefit of the energy and organization that have made the Getty & Scott business a success. The factory, which is of four storeys, 150 by 60 feet, is situated in the very heart of

the city, close to the Grand Trunk station on Richmond street and they have thus most excellent shipping facilities. On the first or ground floor are the offices and shipping rooms; on the second floor the finishing room; on the third floor the bottoming department, and on the fourth and top is the fitting room. The floors are all lighted on the four sides, being ideal as far as shoe manufacturing is concerned and the work passes around each department and from one to the other with the precision of clockwork. System and efficiency are the great watchwords, Mr. Chamberlain being a great believer in eliminating every unnecessary operation in handling goods going through the factory. There is no doubt that within a very short time their facilities will have to be increased in order to meet the demands of the business which is now crowding the present floor space.

MURRAY SHOE CO., LIMITED

One of the first sights that meets the eye when the visitor to London alights from the C. P. R. train is the handsome new concrete factory of the Murray Shoe Co., Lim-



Murray Shoe Factory, London, Ont.

ited, on Richmond street, immediately opposite the C. P. R. station. This concern commenced the manufacture of high-class women's shoes in London only a few years ago and to-day have one of the most complete plants in Canada. The construction being of concrete and glass they have an ideal establishment for the production of

THE KARN SHOE COMPANY

Wholesale Dealers

Boots, Shoes and Rubbers

We carry a complete assortment of the best lines in Eastern and Western goods.

Our central location affords us special facilities for prompt shipment.

LONDON - - - ONTARIO

High-Grade Turn and McKay Shoes for Children

We manufacture a complete range of Children's High Grade Shoes including 41 lines of Turn and 63 lines of McKay, showing many styles and leathers, which cannot but please the trade.



Sample No. 223
Infants' Black Kid Button

Our constant endeavor is to produce a shoe that will give real comfort and satisfaction. And that we succeed is evidenced by the ever increasing volume of our sales.



Sample No. 640 Button
Misses' Patent, Plain Black Cloth Top

The NURSERY SHOE CO., Limited
ST. THOMAS - ONTARIO

shoes, having as much light as all outside. The "Murray-made," "Derby" and "London Lady" shoes are already familiar terms to up-to-date shoe dealers. The company is making a line of McKay shoes that, they claim, excels anything in the country. Mr. J. A. Adams, the general manager, is a man with wide shoe experience and those who know say he has no superior in Canada as a shoeman or factory executive.

COATES, BURNS & WANLESS

ONE of the most enterprising firms of Western Ontario at the present day is Coates, Burns & Wanless, a shoe house that has been forging ahead since its commencement, the spring of 1906.

The three members of the firm were travelers who had been on the road since very young men and had rapidly climbed to the top of the ladder in their respective positions.

Business in all lines had been good and in the spring of 1906 they started in temporary premises. The rubber season was just commencing and very shortly they got their first practical insight into the rubber game. It was not long before they were on the road with shoes, and after having settled in their new home, the spot where they still are, situated next to the Grand Trunk Railway station, they went after business in a business-like manner. All three men had the best of general connections and their individual personalities partly accounted for the rapid strides they made.

It was a sad blow to the two remaining partners when they lost Mr. Burns through death in the fall of 1914, but the firm was so well established and the different departments under such capable management that from a business standpoint there was no eminent change. They have built up now a wholesale trade in both leather and rubber footwear that places them amongst the busiest and most prosperous of our Western shoe concerns.

They have a large warehouse of four storeys in which they are able to carry a complete stock both of leather and rubber footwear.

WEBSTER & GRAHAM

One of the growing concerns connected with the London shoe and leather trades is that of Webster & Graham, selling findings

and shoe store supplies. This firm does an extensive business throughout the "peninsula" as well as in London carrying a complete line of leathers, findings, laces and other requirements of shoe factories and stores.

THE C.N.W. SHOE CO.

OF London's several shoe factories the C.N.W. Shoe Co., Limited, has made, perhaps, the most remarkable growth of any, starting as they did in the year 1912 on Bathurst St., where, after a short time, they were wiped out by fire.

This did not serve to dampen the spirits of the hustlers connected with the firm, and as a matter of fact it rather served to inspire them to greater efforts to accomplish their desire, namely, to make a women's fine shoe that would be second to none.

How well they have succeeded may be answered by the many letters received at the factory, during the present run, from satisfied customers.

Mr. Chas. H. Chute, a well known superintendent from Boston, Mass., took charge of this firm's factory in June, 1915, and has succeeded to a remarkable degree in bringing up the standard of shoe making, his motto being to make fine shoes that will be second to none.

A change was recently made in the executive force of this firm, when at a meeting of the directors the resignation of Mr. W. E. Wilson was accepted, to take place immediately. Mr. Wilson, during the present season, held a position as traveler.

Much could be written regarding the rapid development of this firm, both in regard to increase in output, and high class of workmanship. This firm placed their shoes on exhibition at the Western Fair, London, Ont., and received a great deal of favorable comment, as well as a diploma from the governing board, all this being very gratifying to this firm.

THE KARN SHOE COMPANY

THIS business was established in 1904 by Smith & Tretheway. Mr. T. A. Karn coming in to take Mr. Fred Smith's place in 1906. In 1912 Mr. Tretheway dropped out and Mr. Karn is now the sole member of the firm. The concern has been in business as the Karn Shoe Company since

(Continued on page 58)

Shoes That Surely Sell

Are those which combine smart style features with sound quality and perfect finish, offered at prices that represent genuine value. This is why such invariable success attends the efforts of the many merchants who sell

“Murray-Made” and “Derby”

THE FAMOUS SHOES FOR MEN

and “Lady London”

THE WOMEN'S SHOE OF QUALITY

There are no less than 125 different lines in our men's range for 1916, retailing from \$3.50 to \$6.00, and including four brand new lasts in Goodyear welts.

In Women's Fine McKays, to retail from \$2.50 upwards, you will find our range very strong and capable of furnishing just the right goods to assure perfect satisfaction to your customers.

See the Murray Salesmen

The Murray Shoe Co., Limited

London, Ontario

Montreal Branch—Read Building, St. Alexander and Jurors Streets

City of St. Thomas

ST. THOMAS is situated on the Kettle River where the Talbot Road crosses it. The Kettle River is one of the oldest landmarks of Canadian history, it being known to the Iroquois as the Kanagi, to the Ojibways as Akik-seebe, and to the French as La Chaudiere, all of these terms meaning boiling water or kettle. The first settlement dates back to 1804, when Col. Thos. Talbot, a scion of nobility, left the old land and its gaities to lead the quiet life of a pioneer. He settled first at Port Stanley, and moving farther up the stream, made his attack upon the primeval forest where stands St. Thomas to-day. Other settlers followed and soon the Talbot Road was started, which eventually ran from Detroit to the Niagara River. As soon as the road was opened out through the Niagara Peninsula the settlers began to flock in and the Talbot Settlement, as it was then called, grew and prospered. It got its present name from Colonel Talbot, whose Christian name was Thomas, and as he was nicknamed St. Thomas by his admiring fellow settlers, the name was finally given to the place.

In 1853 St. Thomas was made the county seat of the newly formed county of Elgin, and in 1860 it was incorporated as a town. The London and Port Stanley Railway was opened in 1856, and it is said this set the town back considerably, taking trade from the neighboring districts past its doors to London and reducing the population by one-half. The building of the Canada Southern in 1872, however, turned the tide and again brought grist to the mill. From a population that was practically stagnant at 2,000, the place grew and in 1881 reached the 10,000 mark, when St. Thomas was incorporated as a city. Since that time it has developed in population, industry and in various other ways. Its population now is about 17,000, and the city owns and operates practically all its public utilities.



Made-in-Canada Footwear

in Brantford, Ontario

“MONARCH”

“BRANDON”

“DR. BRANDON”

CUSHION SOLE

and

“BOYS’ HOME GUARD SHOE”



“YALE”

SPECIAL SERVICE OF 21 DAYS DELIVERY ON MAIL
AND RUSH ORDERS.

Phone or Write Us Your Requirements

The Brandon Shoe Co., Ltd.
Brantford, Ontario

E. T. WRIGHT & CO., ST. THOMAS

E. E. DONOVAN, manager of E. T. Wright Co., was born in Brockton, Mass., and for eight years was vice-president and manager of the Cook-Fitzgerald Co., London, and was previously connected with Edwin Clapp & Sons, East Weymouth, Mass. E. T. Wright Co., established themselves in Canada in September, 1912, and moved into their new factory in March, 1914. They are manufacturing a high grade line of men's welts, and have a capacity for 1,500 pairs a day—the size of the plant being 48 by 130, four storeys and basement, well lighted, with bright business office. This firm have the advantage of being the Canadian branch of the parent company, E. T. Wright Co., of Rockland, Mass., and naturally they have the latest lasts and patterns. Their warehouse in Regina, which they opened up recently, has proven a big success, and they now carry 17 lines in stock in this branch, under the direction of Mr. G. W. McFarland, their office being situated on the corner of Rose Street and Dewdney Ave. The firm are contemplating adding three new lines for their instock department, which will be ready for delivery about December 20.

Mr. Donovan is a shoe man through and through, and the product of this factory is always the latest thought in shoemaking.



E. E. Donovan, St. Thomas

NURSERY SHOE CO.

THIS firm was established in 1907, under the management of Mr. A. E. Medcalf, who is still the manager and president of the company. Secretary-treasurer of the firm is Mr. W. E. Fry. Mr. E. E. Boye is the factory superintendent. The factory has an output of about 400 pairs a day, and employs about 60 hands. Seven travelers are constantly on the road, selling direct to the retail trade, and covering Canada pretty thoroughly. They have recently added new machinery to cut their own soles, and have introduced a distinctly new last for growing girls, which has proven to be a very popular seller. The size of their plant is 40 x 120, well lighted on all sides, and the methods are thoroughly up-to-date in every respect. The firm's lines have already taken a strong hold everywhere in Canada.

Mr. Medcalf, whose portrait appears herewith, holds the rank of major in the 91st Overseas Battalion of the Canadian Expeditionary Force raised in St. Thomas, from Elgin and Kent Counties. Major Medcalf has had a lengthened experience in the militia of Canada, having been for five years a member of "D" Company of Queen's Own Rifles, two years sergeant in the 12th York Rangers, and four years captain in the 25th Regiment of St. Thomas.



Major A. E. Medcalf, St. Thomas



F. L. Wagner, Aylmer

Keep To The Wright



The Just Wright
MADE FROM SHOE

"Hobo" No. 205

Vici straight fox Blucher. Heavy single sole, medium wide last, with full toe room. One inch broad heel. **In Stock Dec. 20th.**

"IN-STOCK" Catalog will be sent you on request. Write for a copy—it's a very handy thing to have around the store.

E. T. WRIGHT CO., INC.
St. Thomas, Ont. Rockland, Mass.

Keep To The Wright



The Just Wright
TRADE MARK SHOE

“Club” No. 206

Gun Metal Bal. New City Pattern. Custom Toe.
¾ Newark Heel. Sizes C 5 to 10½, D 5 to 10½.

Stock No. 208—Same in Nut Brown.

In Stock NOW

REGINA WAREHOUSE, under direction of G. W. McFarland, cor. Rose St. and Dewdney Ave., Regina. Western Shoe Merchants should get in touch with our Regina Warehouse. 17 different lines always in stock ready for instant delivery.

E. T. WRIGHT CO., INC.
St. Thomas, Ont. Rockland, Mass.

City of Brantford

BRANTFORD, which is called after the celebrated Indian Chief, Thomas Brant, the great friend of the British, is situated on the Grand River, in the County of Brant and Province of Ontario. It has been called the Telephone City, and rightly so. For it was



A. Brandon

in the immediate neighborhood of Brantford that Dr. Graham Bell invented the wellknown Bell telephone. In comparison to other cities of the Dominion, Brantford stands in the first rank as a manufacturing city. The two largest plow companies in the Dominion are located here, employing over 2,000 hands. They have the largest harvesting machine company, employing about 1,500 hands, and can also boast of a large number of other manufacturing enterprises. These are the leading manufactured articles, and the majority of which are on a large scale. It is claimed that 6,000 skilled mechanics are employed by these factories. Residentially, Brantford can well be called a "city of homes." Perhaps in no city in the Dominion or in America will you find, proportionately, such a high standard of homes as those occupied and owned by the mechanics of Brantford. Brantford is very conveniently situated. Being on the main line of the Grand Trunk, she has direct connection with Detroit, Chicago, Buffalo, New York, Hamilton and Toronto. The Toronto, Hamilton & Buffalo Railway gives excellent connection with all Michigan Central and Canadian Pacific points. The district for 25 miles to the east is served by the Brantford & Hamilton Radial, while the north is served by the Grand Valley Radial. The south will be served

by the Lake Erie & Northern Radial, giving boat connection with all the cities and lake ports on the great chain of lakes. The city is in the midst of the natural gas field, which is very economical for the small manufacturer. She has more than 20,000 horsepower of electric energy available for manufacturers. The assessment for the city for 1912 was \$15,000,000. The Waterworks are controlled and owned by the city, from which the city derives each year an excellent dividend. From an educational standpoint Brantford is second to none. The idea of making Brantford a pleasant city has been most successfully looked after by the Parks Board, and as a result she can boast of numerous parks, located in various parts of the city, the most recent one to be completed in 1913, when the Bell Memorial Monument, located in this park, was unveiled.



Colborne Street

Brandon Shoe Company's Expansion

Six years ago last month, there came to the city of Brantford its first shoe factory, established under the name of the Brandon Shoe Co. It began in a two storey building 40 x 120, and its subsequent expansion is one of the strongest evidences of the ability

which has taken well with the trade. Mr. Brandon spent the greater part of his life in the United States with Pingree & Smith, of Detroit; Brown Shoe Co., St. Louis, and other large houses. In 1907 he came from St. Louis to Aylmer, Ont., where he



Brant's Monument, Brantford, Ont.

and enterprise of its management. Now the Brandon Shoe Co. has a building that is three storeys in height, 180 feet long and 40 feet wide. The additional storey and extension were erected in 1913, giving the firm a capacity of 1,000 pairs a day. The Brandon Shoe Co. are makers of men's fine Goodyear welts, and their brands are Brandon, Dr. Brandon's Cushion, and Monarch, which are all well known from coast to coast.

The company are also making a special line, known as the Boys' Homeguard shoe,

started the Brandon Shoe Co., and two years later removed to Brantford. Mr. Brandon is one of the live, aggressive men of the trade. He has been honored by his associates in many ways. He is chairman of the Ontario Boot & Shoe Manufacturers' Association and was recently elected to a similar position in connection with the Leather Manufacturers' Safety Association. A capable and alert corps of travelers cover every province in the Dominion, while the heads of the departments are all practical

(Continued on page 58)

High-Grade Men's Welt Shoes



WHERE AYLNER SHOES ARE MADE

MANUFACTURED BY

The Aylmer Shoe Co.

Limited

Aylmer - Ontario

ASK FOR THE AYLNER SHOE

Aylmer, Ontario

AYLMER, which is situated in the Township of Malahide, in the County of Elgin, is in the very centre of the fruit growing district and its inhabitants love to point out that it is in the same latitude as the orange groves of Spain and the vineyards of Italy. It is 12 miles from St. Thomas, 24 miles from London, and 70 miles from Hamilton, and within eight miles of Lake Erie. It has a population of about 2,300 and is the centre of



the fruit canning industry. With a plentiful supply of gas and electric energy it affords excellent opportunity for manufacturing enterprise, especially as it has excellent railway facilities, being on the Grand Trunk, Michigan Central and Wabash Railways. It owns its own electric railways and is forward in all good movements such as education, public ownership, etc. It is the home of the Aylmer Shoe Co., which has already taken rank amongst our best footwear factories.

Aylmer Shoe Company's Activity

THE Aylmer Shoe Co., Aylmer, Ont., which was established in 1910, has a well-equipped plant which is housed in a bright, well-lighted, steam-heated building, built of brick and three storeys in height. The dimensions of the factory are 45 x 70. The company manufacture a line of men's Goodyear welts exclusively, and their lines enjoy a splendid reputation throughout the trade. The capacity of the plant is 300 pairs a day, and several thousand pairs of army shoes have been made, showing that the firm enjoy the distinction of producing

good shoes. This is also amply evidenced by the fact that no less than three government orders have been received. The Aylmer Shoe Co. is one of the progressive industries of that enterprising town, and at the head of it is F. L. Wagner, who is secretary-treasurer and manager. He is also the mayor of Aylmer and is now concluding his second term of office. The president of the Aylmer Shoe Co. is E. A. Miller; vice-president, Albert Chambers, while the other directors are Geo. Sears and Geo. Harp.

Tillsonburg, Ont.

TILLSONBURG, with a population of nearly 3,000, is the centre of one of the most prosperous dairying and fruit growing districts of the Southern Peninsula. Its excellent railway connections, the Grand Trunk, Canadian Pacific, Wabash and New York Central,



Broadway Street, Tillsonburg

bring it into contact with all the large centres and has induced a number of manufacturers to settle in the town. Included in these enterprises are cheese factories, condensed milk factories, tools, foundries, cereal mills and shoe factory, all of which are thriving. The town expects soon to realize the 5,000 mark in population.

Snedicor-Hathaway Co., Limited, Tillsonburg, Ont.

This firm succeeded Snedicor and Hathaway Co., of Detroit, Mich., for nearly 30 years manufacturers of men's and boys'

fine and medium welts, Standard screw and nailed working boots.

The new firm established itself in Tillson-



Wm. C. Coloff



L. C. van Geel

burg, Ont., in 1913, building a new modern plant, up-to-date in every respect, turning out a line of men's heavy unlined, farmers', workmen's, miners', and prospectors' boots, both Standard screw and nailed, also a very attractive line of boys' and youths' metal fastened shoes for every day wear.

The new concern, under the general management of its president, W. C. Coloff, ably assisted by L. C. van Geel, secretary and sales manager, has in two years fought its way to the front and is among the leading makers in heavy footwear known from coast to coast.

In our last interview with Mr. C. W. Coloff he stated that he had pretty well surmounted the difficulties of training home help, his aim being to make Tillsonburg a shoe town, and by continuous efforts has succeeded in bringing them to a point of efficiency not surpassed in any shoe centre, and fully able to take care of the ever-increasing demand of their product.

Specializing for the jobbing trade only they have established for their boots a reputation of neatness and style equalled by their sterling wearing quality.

C. S. HYMAN & CO., LIMITED

Prominent in the business history of London for the past 81 years has been the C. S. Hyman Co., Limited. The tannery was established in 1834 back of where the Tecumseh House now stands, and at first made various kinds of leather, but finally sole became the exclusive product. And now the business is that of tanning leather and cutting soles, while a specialty is made of genuine oak sole leather. This firm was incorporated in 1913, and has a plant occupying a ground area of about five acres, while the buildings afford a working space of 225,000 square feet. The equipment is thoroughly modern and complete in every particular, and affords facilities for a large annual output of the best work, 400 men being employed.

The late Ellis W. Hyman, the founder of the business, and who died some years since, established with the late John McPherson, the first shoe factory in London. When John McPherson moved to Hamilton the business at London was continued on Carling St. and the firm name changed to C. S. Hyman & Co. The concern changed later to Stephens, Glass & Clarke, who were bought out by Laidlaw, Watson & Co. This firm moved later to Aylmer, Ont.



Brandon Shoe Co. Factory, Brantford, Ont.

THE BRANDON SHOE CO.'S EXPANSION

(Continued from page 53)

and thoroughly experienced men, qualified to produce good shoes. Throughout the company there is a spirit of harmony and good will, which tallies for the upbuild

THE KARN SHOE COMPANY

(Continued from page 45)

1906, and completed its nine years on September last. Mr. Karn received his training in the shoe business in Woodstock, and came to the business with a full knowledge of the requirements of the retail



E. T. Wright Co. Shoe Factory, St. Thomas

and stability of the firm. Brandon and Monarch shoes are noted for standing for quality and worth, as nothing but the best oak leather is used for soles, and the best calf skin in the upper, while all lasts are selected for their comfort, ease and perfect fitting features.

trade in shoes. The business has grown steadily until now the concern has a connection extending from Toronto to the Great Lakes. Mr. Karn is a young man of energy and ability who does not confine his talents to his business but is active in all work outside his business and is highly thought of in business and social circles.

TO OUR CANADIAN CUSTOMERS

It is now close on twenty years since the writer made his first business trip to Canada. The happy relationship then formed with the leading shoe jobbers has grown from year to year.

Up to the outbreak of war, we could boast of exporting more pairs of slippers to your country than any other English manufacturer of footwear; in fact, we think we are within the mark in saying than all other British makers put together.

Our trade with Canada during 1915 we are afraid is very disappointing, not as regards the number of orders we receive, but our inability to complete the same, owing to causes with which you are well acquainted.

We have been wondering if we are absolutely deserving of your censure, but after serious reflection we are consoled by the fact that your knowledge of our growing difficulties is such that we feel certain we can claim your sympathy.

We need not mention the reasons why we have not been able to secure sufficient raw materials, only to say that as manufacturers and merchants, we are united in our aspirations that at whatever cost to life or business, we must protect our homes and maintain our Empire, for the foundation principles on which our civilization has been built are at issue.

As a result of Lord Derby's scheme, our factories will soon be depleted of all eligible young men, and we pride ourselves as a firm in having done what lies in our power to encourage recruiting, with the result that up to the present we have contributed to the dependents of single young men, as well as to the wives of married men who have enlisted, close on \$6,000, as the salvation of our country is more to us than dividends.

We shall soon be commencing the year 1916, and we are afraid that we shall have more serious problems to face than even in 1915. So in view of the difficulties of the past, the present, as well as the future, we ask that you will be considerate to us in your judgment.

On the surface you may think we have thrown you over, owing to not fulfilling our contract. Should you have any feelings of this kind, please disabuse your mind of them at once. It would be inhuman on our part, after all these pleasant years of doing business together, to harbour such thoughts.

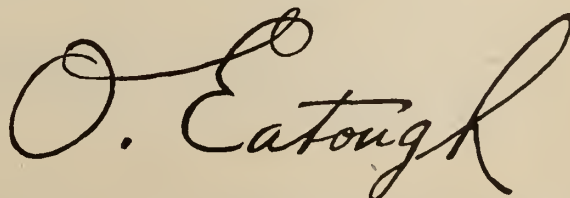
What we would ask from you is that you give us credit for having done our best, under the abnormal conditions. Knowing your kindness of heart, coupled with your knowledge of the circumstances prevailing, we feel certain we can reckon on your sympathy, as we extend to you our own.

Trusting that before long we may have a speedy and permanent peace,

With kind regards,

Yours faithfully,

For SIR H. W. TRICKETT, LTD.





RICHMOND,
QUEBEC

=====**OUR SERVICE**=====

Best of Equipment! Best of Material! Best of Workmanship!

We have added to our equipment the **LATEST STYLE 3 INCH CUTTER HEAD TURNING LATHES** of the Most Modern Design. This enables us to give you the Most Accurate Turning between sizes on the most radical models.

We furnish you with a Finished Product Equalled by Few and Surpassed by None.

We assure you on your orders **Prompt Attention and Prompt Deliveries.**

Write to Richmond for Full Particulars

Boston Last Company

Manufacturers of

Fine Lasts, Followers, Fillers, Trees, Etc.
Also Maple Last Blocks

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

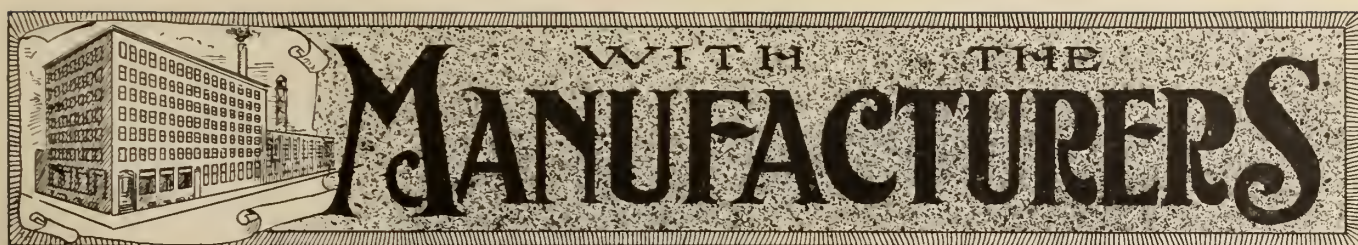


Factories

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

Richmond, Que. Phone 32

Canadian Factory: RICHMOND, QUE.
Charles Campbell, Manager



ENSURING ACCURATE TURNING BETWEEN SIZES

An innovation in Canadian last making methods has been made by the Boston Last Company, Richmond, Que., who have added to their equipment the latest style 3-inch cutter head turning lathes. Heretofore, shoe manufacturers have had to be content with a fairly reasonable uniformity in turning between sizes, owing to the fact that hand work had to be depended upon to dig out the sides to the template given the workman. These new machines ensure absolutely accurate turning between sizes on the most radical models. The last maker does not find the need of such fine equipment when running on big men's models, as the 10-inch and 11-inch cutter heads prove quite satisfactory, but in the finer models of men's, and on all pumps and smart women's and misses' lasts, the 3-inch cutter head is almost indispensable. The secret of the perfection of the 3-inch cutter head lies in its diagonal action—as against the old style straight contact of both model wheel and cutter. The diagonal action ensures all lasts having the same accurate grade between sizes. The Boston Last Company have, now, a battery of thirteen turning lathes, and may be said to operate one of the largest, if not the largest, exclusive last plants on the continent.

* * *

MID SEASON STYLES EVIL

If there is any practice in the shoe trade that, more than all others, ought to be abandoned, it is the practice of getting out mid-season styles. This may sound like rather an emphatic statement, but the writer believes it to be a true one, nevertheless.

Only a few days ago the writer was talking with a prominent shoe retail dealer who said very earnestly, and in a tone slightly tinged with bitterness, that the shoe manufacturers ought to give their customers a chance to sell the goods they had bought and to clean up their stock instead of continually bringing out new styles to add to the confusion and loss of their customers, and he particularly denounced the bringing out of a new style in mid-season, which could only result in getting new stock in late and insuring an addition to the amount of goods to be disposed of by clearance sale.

The writer has no doubt that the opinions of the retailer quoted are quite representative of the mind of the average retailer. The organization movement among retail shoe dealers gives a large measure of attention to the matter of regulating clearance sales with a view to lengthening the legitimate profit-making season, and thus lessening clearance sale losses.

Shoe manufacturers should find it more to their advantage to get their styles out at the beginning of the season and carry them through to the end without change. It is probable also that a conservative attitude in the introduction of new styles, even at the beginning of the season, will be more profitable than a policy of going to radical extremes in putting in new styles.

It is well to bear in mind that the retail shoe dealers have more or less shoes on their shelves, and that when these lines are discontinued these shoes become broken lots to be sold at a sacrifice. The temptation to put in something new is not always an opportunity to make money. It often means the sacrifice of the interests of the customers, as well as the

loss of no small amount of money by the shoe manufacturer in introducing a short-lived style with small sales and no real profit.—Superintendent and Foreman.

* * *

“DAD, HERE'S TO YOU”

We happened in a home the other night and over the parlor door saw the legend worked in letters of red, “What is home without a mother.” Across the room was another brief—“God bless our home.”

Now, what's the matter with “God bless our dad?” He gets up early, lights the fire, boils an egg, and wipes off the dew of the dawn with his boots while many a mother is sleeping. He makes the weekly hand-out for the butcher, the grocer, the milk-man and baker, and his little pile is badly worn before he has been home an hour.

If there is a noise during the night dad is kicked in the back and made to go downstairs to find the burglar and kill him. Mother darns the socks, but dad bought the sox in the first place, and the needles and yarn afterwards. Mother does up the fruit; well, dad bought it all, and jars and sugar cost like the mischief.

Dad buys the chickens for the Sunday dinner, carves them himself, and draws the neck from the ruins after everyone else is served. What is home without a mother? Yes, that is all right, but what is home without a father? Ten chances to one it is a boarding house, father is under a slab and the landlady is the widow. Dad, here's to you; you've got your faults—you may have lots of them—but, dad, you have always had one comfort—you have always worn Astoria Shoes.

* * *

PUTTING MORE SUBSTANCE IN SHOES

It looks as if there would be an increase in the production of leather counters. The manufacture of a large quantity of vegetable tanned leather for army shoes has brought about an abundant supply of pieces of leather suitable for the manufacture of piece leather counters. Several firms already are planning to increase their output of such counters. Besides, the manufacture of pig skin counters is steadily increasing. The makers of grain leather counters anticipate that a good many shoe manufacturers will cut down in spending money to put more style into shoes, and will try to put more real substance into their shoes, particularly good counters. They will get away from the old trick of trying to save a cent a pair on counters, so that they can spend a cent more for style and will go back to the old idea of putting their money into good leather counters.

* * *

ADVERTISE IF YOU WANT BUSINESS

One of the largest manufacturers of colored glazed kid in the world is spending thousands of dollars advertising fancy colored kid to the consumer, using the fashion magazines and papers going to women. No matter what demands are made to stop this spread of fancy millinery shoe-making, it is our opinion that the results from this advertising will be satisfactory, says Superintendent and Foreman.

Advertising in every instance creates a demand and the only possible way the more sober styles and colors can dis-

Speed

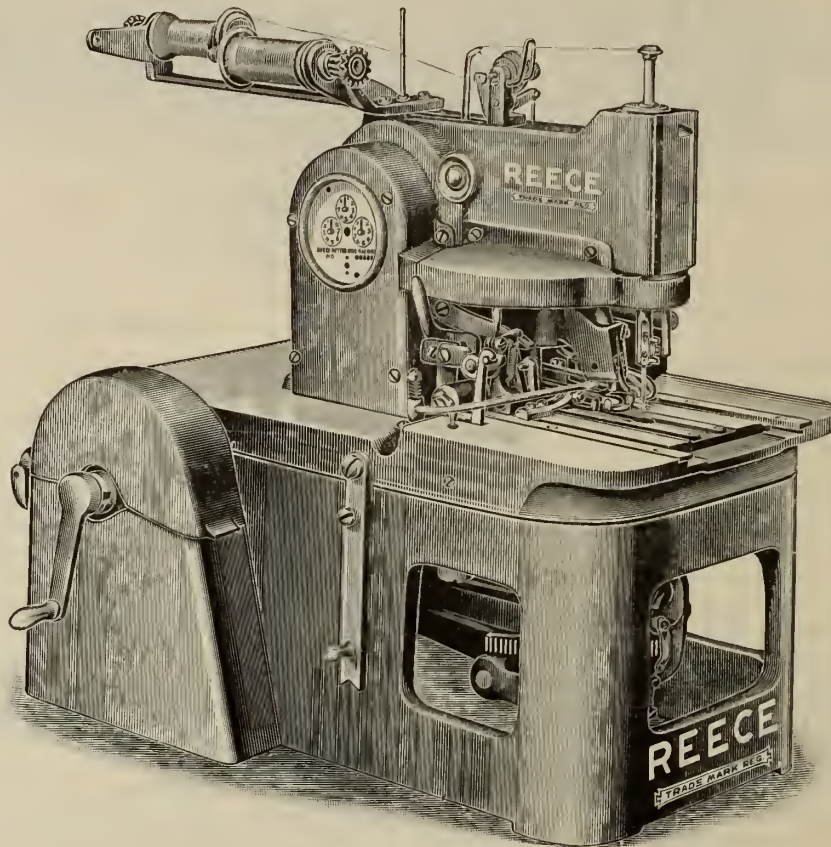
Very

Economy

Latest

Quality

Machine



The New "Reece Rapid" Button Hole Machine

This machine, the result of thirty years' experience in machinery for this work, represents the highest perfection so far attained.

It will produce button holes of highest quality speedily and economically.

It assures a perfect barred button hole, not an imitation bar, eliminating a separate barring operation.

As it runs equally well with silk, cotton or mercerized thread, a special thread is not required, so all waste is eliminated and money saved in this way.

It is built to wear—it is seldom out of adjustment and its parts need be replaced but rarely.

Samples of work and terms on application to

T. C. DOYLE (Reg.)

Sole Distributor for Canada

71 ST. ALEXANDER STREET

--

MONTREAL

place the fancy creations is by advertising the advantages of the former. There does not seem to be any individual or group of individuals willing to spend thousands of dollars in order to argue with the consumer, whether fancy shoes or staple styles are purchased.

Certain tanners seem to be contending with somewhat the same proposition. They are endeavoring to counteract the good effects caused by the advertising put out by the manufacturers of substitutes for automobile leather by passing resolutions condemning the substitute methods of advertising. It is our opinion that unless they take a positive stand and advertise the advantages of real leather, the automobile trade will soon come to the point where they will actually believe that the substitute is better.

Shrewd business men firmly believe in the power of advertising and if there is an individual or group of individuals who want to popularize any material they must resort to a strong campaign of advertising. Personally, we feel absolutely certain that the success of the fancy kid manufacturer who is spending his good money for advertising will be certain.

* * *

HOW PATENT LEATHER IS DAMAGED

The art of repairing patent leather is so advanced that only an expert is able to detect the repaired shoes when ready to be shipped, and the way of telling is by passing the thumb nail against the part suspected of having been repaired, the toe, as a rule, and if the nail cuts in easily that is a sure sign. Another way is to closely inspect the upper next the edge and see if a line can be seen on the tip, showing where the repairing process ended. Patent leather is damaged by over-steaming of toes at lasting or by over-pounding of the toes, on McKays after lasting and preparatory to sole laying.

Lasting patent leather cold is the best way to crack it and damage it almost beyond repair. Still, too much heat is nearly as bad, and especially steam directly applied to the leather as in the case of steaming prior to lasting. Some lasters have thought that the leather cracked on account of the steam box toe piece itself. But, the box itself is not hot enough to cause damage in that direction and the proof is found in the fact that lasters press the tip down with the box at lasting machines and never have I heard one complain of burning his hands in so doing. One steaming will also cause the toes of lasts to crack in due time.

* * *

TRIBUTE PAID TO CANADIAN FACTORY

"American Shoemaking" in a recent issue says:—"We have before us a letter from a shoe factory foreman in Montreal, Can., who states that business is very brisk. This particular foreman has only been in Canada a short time, and he writes as follows:

"I am associated with a Canadian firm that is extremely busy. Having been with numerous firms in the United States making high grade ladies' footwear and, having been very familiar with this line of work, it surprised me somewhat to find in Canada, firms able to cope with the modern styles of shoes produced in the United States. This firm is fully equipped to produce anything in the shoe line, from comfort turns to the most exclusive styles in welts, including all leathers and fabrics. Expert pattern men follow the new creations from the cutting to the treeing room, therefore, getting best results in fit."

* * *

THE COLLEGE BOOT IS NEW LINE

Some makers of women's shoes are developing a new line of boots that is called the college line. It may become

a permanent line, just as the little gent's grade and the growing girls' grade of shoes have become permanent.

The idea of the college boot is to combine the fit of the growing girls' shoe with the style of the latest novelties in women's shoes. Some shoe men have the notion that the college boot should be a combination of the comfort shoe and the latest novelty style in women's shoes.

The typical college boot is made with a low flat heel. The arch is low, too, but it is slender. The ankle measurements are like those of growing girls' shoes; but the forepart is full of style. The shoe may have a slender, receding toe, if it is for the New York trade, or a medium round toe if it is for the western trade. The uppers are of novelty patterns, and of stylish materials.

The shoes are made in sizes No. 1 to No. 8. A retailer carrying a line of college boots can fit a little high school miss, a college girl, or a woman of 40, 50, or 60.

One reason for the college boot is the popular demand for low heel shoes among women. It is well known that thousands of women buy a pair of stylish shoes, with high heels, and then take the shoes around to a cobbler, and have them take off a few lifts. The new line will provide for stylish shoes with low heels.

* * *

A LIVE HOUSE IN SUPPLY LINE

Like his father before him, H. C. Parker has spent his life in the shoe business. When eleven years of age he made a turn shoe of which he is still proud though more than three times eleven in age. Mr. Parker, who is vice-president and managing director of Parker, Irwin, Limited, Montreal, received his early training in the factories of such concerns as those headed by Tom Plant and A. E. Little,



H. C. PARKER, MONTREAL

and fifteen years ago came to Canada from his home town of Lynn to become assistant superintendent of Ames, Holden & Co., Montreal, for the following six years. Subsequently he was superintendent for the James McCready Co. for four years, until he joined his brother G. G. Parker, now with the Boston Last Company, Richmond, Que., who established the Dominion Supply Co. in 1909. In February of this year this company was taken over by Parker, Irwin, Limited. They carry a complete line of manufacturers' supplies and shoe findings, and have the agency of a number of excellent concerns such as the Perth Felt Co., and Herman Behr & Co.,

A Record Shipment

OF



A Whole Carload of Blackening, Dressings, Box Gums, Etc.

A FEW OF OUR
OTHER LINES:
Shoe Felts
Sewing Wax
Dry Paste
Fish Glue
Patent Leather
Repairer
Polishing Wax
Rubber Cement
and a
Complete Line of
Shoe Findings

Recently shipped to a shoe centre in
Ontario West of Toronto.

WE ARE SPECIALISTS IN THE LINES MENTIONED ON THIS PAGE.

GOODS—PRICES—SERVICE are right.
That is why we made the shipment.

Proprietors
"WAXOL"
Sole Waterproofing, as used by most shoe manufacturers on
army shoes.

Herman Behr
& Co., New York

Famous the world
over for their

Carborundum,
Carbicon and
Ruby Paper

For which we are
Canadian Agents

PARKER, IRWIN (Limited)

Leading Shoe Manufacturers' Supply House in Canada

MONTREAL

New York. Mr. Parker is the originator of "Waxol," a waterproofing preparation which has been largely used in army shoe work.

John Irwin, president of the company, is also vice-president of McArthur, Irwin & Co., Montreal, chemicals and kindred lines and in that position directs the activities of one of the oldest houses on St. Paul St. Mr. Irwin has also made a success of his career. At an early age he received



JOHN IRWIN, MONTREAL

the major part of his business training with the company now known as Brandram-Henderson & Co., for whom he opened offices in Toronto and Winnipeg, and for whom he was assistant manager at the head office in Montreal, when he left them to establish his own business. The other directors of Parker, Irwin, Limited, are: George Chown, Kingston; F. A. Bengough, and Jas. Rochford, who is secretary treasurer, and indefatigable in looking after the interests of the company's clientele from the inside.

* * *

NEW TREEING AND IRONING OUTFIT

A modern treeing and ironing outfit has been designed by the Boston Last Co., of Richmond, Que. It is known as the Boston Ironing and Cleaning Outfit. The new device absolutely follows all the fine outlines of the lasts and patterns and has an individual fit for every shoe. The form which fills the entire shoe is turned wholly from wood and allows any shoe to be ironed in the complete lines as designed by the last maker and pattern maker. The shoe is subjected to no strain and can be easily taken off without breaking any of the lines in the finished product. The legs are simple in construction, and take every form, from the smallest child's to the heaviest man's. The ironing forms are made direct from the last and a pair of forms can be ordered at the same time that the sample lasts are, so that the sample shoes are produced in perfect form, without any delay.

* * *

THE SUPERINTENDENT AND HIS DUTIES

The factory that has a superintendent who also looks after the office details is not doing things in a progressive way. The office should be in charge of a competent person whose duty it is to keep track of the firm's transactions. A correct record must be kept of the details of all transac-

tions, both inside and outside the factory. The superintendent has sufficient work to see that the shoes are being made properly.

There is one superintendent, in one of the biggest factories in the country, who only enters the office to get information. He made the statement that it was easy enough to hire people to keep records. The superintendent's duty was in the factory to keep things going regularly and right, so that there would be something to make records of. He states that he considers the superintendent as the chief shoemaker. From the time he arrives in the morning until he goes home at night, he visits the various departments. He is in touch with the foremen and corrects all mistakes that come to his notice.

As this factory has grown from a small one to one of the largest, this seems to be the right idea. This superintendent is the same one that the factory started with.

* * *

IMPORTANT POINT RAISED IN CASE

The validity of a city bylaw prohibiting a public nuisance is questioned in proceedings which was heard before Judge MacLennan in Montreal recently. The case is regarded as important, for while the particular proceedings concern a tannery, it is the same bylaw which governs offensive smells from abattoirs. Should it be declared ultra vires by the Court, the consequences for the city may be serious. The action is taken by G. Galibert & Sons Company, St. Catherine street east, Montreal, who ask for a writ of prohibition to prevent the Recorder's Court from further considering an action taken against them by the city. The city, alleging that the company's tannery created a nuisance, took proceedings under a city bylaw. In its petition for a writ of prohibition, the company claims that the Recorder's Court has no jurisdiction in the matter for the bylaw is ultra vires. The offence charged—that of committing a common nuisance—is an indictable one under the Criminal Code and a city bylaw or statute of the Legislature cannot amend such a provision in the Criminal Code. Judge MacLennan remarked that such an argument might well have been made in the Recorder's Court. If the Recorder's Court decided that the bylaw was valid, the company would still have means of revising that judgment by writ of certiorari. Paul E. Lamarche, M.P., of the city law department, argued that the power to enact such a bylaw had been granted to the city, not by statute of the Legislature, but by the Parliament of United Canada in pre-Confederation days. The Parliament of Canada had full legislative authority in both civil and criminal matters.

* * *

TREATING CLOTH SHOE LININGS

A new process of treating cloth shoe linings so as to give them a smooth surface and make them stiffer at the heel, which results in greater wear, has been invented.

The problem of better wearing linings has been a constant one for shoe manufacturers. The linings generally wear out before the soles or uppers. A shoe retailer said recently that most of his complaints came from the linings wearing out. Much experimenting has been done, but no solution has before been offered that would not take from the comfort or fit of the shoe or increase the expense.

By this new process the shoe lining is treated with a liquid preparation that prevents the cotton fabric from raising up and getting rough, but gives it a smooth surface that becomes smoother with wear, prevents friction, and the resulting wear. It makes the lining a little stiffer at the heel so that it does not wrinkle and become uncomfortable, and it also renders the lining proof against the injurious

Actual Savings!

*90% in
Storage Space*



*50% in
Packing Time*



*20% in
Freight Charges*



*20% on the
cost of wooden
boxes*



Every shoe manufacturer is invited to consider the ACTUAL SAVING which it is possible for him to effect in his SHIPPING DEPARTMENT by using MARTIN CORRUGATED FIBRE BOARD SHIPPING CASES.

If, for instance, you value the space occupied in your premises by empty wooden boxes at \$250.00 rental per annum, MARTIN CORRUGATED FIBRE BOARD SHIPPING CASES will save you 90 per cent., or \$225.00.

And where, for instance, one hour would be required to pack a shipment in wooden cases, the same shipment could be packed (and packed better) in half an hour, with MARTIN CORRUGATED FIBRE BOARD SHIPPING CASES.

And, if your freight bill, using wooden cases, has been, say, \$2,000 a year, MARTIN CORRUGATED FIBRE BOARD SHIPPING CASES will save you, at least, 20 per cent., or \$400.00 a year.

And then, suppose you've been paying \$2,000 a year for wooden boxes, for the same amount you can get 20 per cent., or \$400.00 more value for your money by using MARTIN CORRUGATED FIBRE BOARD SHIPPING CASES.

*These are
Proved Facts*

The Martin way is the modern way—the wasteless method that saves time, money and trouble, while at the same time it prevents all tampering with goods in shipment.

A REAL CANADIAN HOUSE

We have no foreign affiliations—our head office and works are in Toronto, Canada, and from top to bottom, and all the way through, our plant is Canadian. By using our products you can thus save money and rest assured that you are supporting an industry which, like yours, is Canadian.

QUOTATIONS ON REQUEST

MARTIN CORRUGATED BOX CO., LTD.

Factory and Office: 353 PAPE AVENUE, TORONTO

Martin CORRUGATED
FIBRE BOARD
Shipping Cases

effects of perspiration. This enamelling of the lining also saves the stocking from wearing out.

This new process will cause more cloth linings to be used in the heels of shoes, probably, thus saving in leather. Actual tests of linings treated in this way have showed the new linings to be cooler, more comfortable, and to wear longer than linings not so treated.

* * *

DELIVER PERFECT BARRED BUTTONHOLE

A new buttonhole machine will be available for Canadian manufacturers almost immediately. It will be one of the finest yet shown, the makers claiming that it will deliver a perfect barred buttonhole, eliminating a separate barring operation. They state further that the new machine will run as well with silk, cotton or mercerized threads, thus eliminating all waste of thread. The name of the makers can be obtained from the SHOE AND LEATHER JOURNAL.

* * *

SAYS WELTS ARE HAVING THE CALL

A correspondent in Lynn, Mass., writes:—"It is a peculiar feature with all preparations made for manufacturing low-price McKay shoes, that to-day it should be essentially a welt year in the shoe business. Many manufacturers of Goodyear welts and McKays are producing practically nothing but the former shoe. It is a decided off year in McKay production and even the introduction of the new low priced shoe has done little to stimulate the business. Goodyear Welt production on the other hand is increasing enormously and turns are also being widely manufactured.

"Although velvet is taking the place of kid to a certain extent, there is reason to believe that the velvet and cloth boot will suddenly drop from favor, leaving many manufacturers with large orders of these shoes on hand. Retailers are not taking very strongly to the velvet boot. Some of them are being cut very extreme in style and from eight to twelve inches high. The demand for Gypsy boots continues as strong as ever in local factories."

* * *

NEW CONCERN IN THE FIELD

The United Footwear Mfg. Co., 66 McGill St., Montreal, is the name of a new concern in the manufacturing field making women's, misses', children's, and infants' McKays and turns. The proprietors are Samuel A. Ritz and Benjamin Ritz, who purchased the equipment of the Crescent Shoe factory at Tetraultville and who have conducted for sometime the Ritz Shoe Co. on Lemoine St. The latter business will be conducted as usual as it serves in a wholesale way a comprehensive local trade. The factory will cater to jobbers exclusively for the time being.

* * *

RUBBER CO. WINS IMPORTANT CASE

The Supreme Court at Ottawa heard argument on the appeal in the Canadian General Electric Co. vs. The Canadian Rubber Co., of Montreal, recently. The action was brought by the appellants to recover \$14,550, balance of \$33,000, the price of certain electrical motors, generators and a switch-board manufactured for the rubber company under a contract which stipulated the time for delivery as essential and that for every day's delay in delivery after the first of May, 1911, there should be deducted from the contract price \$25 per day as liquidated damages and not as a forfeit or penalty. The Rubber Co. pleaded that in consequence of delay it was entitled to deduct \$14,550 from the contract price, but offset merely \$11,500 and offered to pay the remainder of the balance, \$30,000, which it had already tendered.

The appellants answered that in law the clause merely

fixed a liquidation of damages in case damages were actually suffered, that no damages were alleged or proved, and consequently the clause could not operate; that even if there had been damages suffered, such damages could not be offset, against a liquidated claim, and also that the Rubber Co. was responsible for any delay that occurred in delivery.

At the trial in the Superior Court at Montreal, Judge Charbonneau dismissed the plaintiff's action on the ground that the stipulation was equivalent to a reduction in the price of the machinery if delivered at a later date than that fixed and, therefore, there was no necessity to allege or prove damages or fault, and, further, that such stipulation for reduction in price could be pleaded directly as a defence to the action and not necessarily by set off of the counterclaim. The Court of Review affirmed this judgment.

* * *

HE HAS MADE MARKED PROGRESS

J. E. Dupre is now sole proprietor of Montreal Box Toe & Heel Co., which he organized along with the Dominion Die Co., which he also owns, in 1904. Mr. Dupre has made marked progress since coming to Canada over a dozen years ago. He started in a small way under trying circumstances



J. E. DUPRE, MAISONNEUVE, QUE.

in the same building in which Constantin & O'Brien, are now located, and with the development of his business moved to Delormier Avenue. In 1911 he erected and occupied a fine modern brick factory of four floors and latest construction on Aird Ave., Maisonneuve. The expansion of both enterprises has made it necessary for him to secure a separate factory for the die business. Mr. Dupre was brought up in Brockton, Mass., where he breathed a shoe atmosphere all his life and with his father was engaged in the die making industry in that town. He is widely known among the shoe makers and other manufacturers using dies.

Ideal Clicking machines have been installed in the following Ontario factories by United Shoe Machinery Co.: Western Shoe Co., Berlin; King Shoe Co., Toronto; Regal Shoe Co., Toronto; Snedcor & Hathaway, Tillsonburg; Humberstone Shoe Co., Humberstone. Additional lasting, pulling-over and heeling machinery has been installed by the U. S. M. Co., in the factory of Clark Bros., at St. Stephen, N.B.

Lace Shoe Logic

You can't make any mistake in purchasing lace shoes at this time.

They have always been the most reliable staple and now they are the style, too, so they have everything to commend them.

Lace shoes mean quick fit, quick sales — no come-back for free repairs.

This is now more than ever a factor, for high cut boots never did look well when buttoned and every additional button is a problem in fitting. High cut laced shoes, on the contrary, are easy to fit; they look well. Laces form an adjustable fastening; they automatically meet and satisfy the many conditions in fitting which, in the case of buttons, require time, expert attention and repeated expense.

Lace shoes are not shelf warmers. They are in demand now; they will be even more so next season.

You know your trade, but if you have any doubts as to what to buy, lean towards lace shoes; it is the logical thing to do.


United Shoe Machinery Co. of Canada

122 Adelaide St. W.,
TORONTO


MONTREAL
QUE.

492 St. Valier Street,
QUEBEC





AMONG THE SHOE MEN.



H. B. McCarthy Co., Limited, of Toronto, has been granted a provincial charter with a share capital of \$40,000. The company is empowered to manufacture, sell and deal in leather and leather goods and to carry on a general leather and findings business.

The St. John branch of the Canadian Consolidated Rubber Co. have already sent half a dozen of their men to the colors. Percy Knox has been appointed city traveler for the firm in St. John City.

The Peterboro Shoe Store recently had a special day, when with every pair of men's, women's or misses' shoes sold, the purchaser was given a pair of slippers free. The plan is said to have worked out very successfully.

It is likely the civic authorities in Brandon will make a change in the matter of supplying the police force with footwear. It is proposed that each constable be given a special grant of \$5.00 for the purchase of boots and that he should select whatever last is best adapted to his comfort and needs. The police committee take the view, that as the nature and construction of each bobby's pedal extremities may not be the same, it would be better to shoe himself according to his individual taste.

It is understood that a number of shoe factories who have received army orders, have been granted a ten-hour a day, seven-day a week system, in order that the goods may be delivered on time. The last consignment must be in the hands of the Militia Department by April 1st.

S. S. Joyce & Son, late of Havelock, have opened a new shoe store in Stirling, Ont. They have been appointed sole agents for Just Wright and Astoria shoes for men, and Cleo and Classic shoes for ladies and children.

Rodd & Deacon, of Cobalt, have enlarged their shoe store and have now one of the finest and brightest footwear establishments in Northern Ontario. They are to be congratulated on their enterprise.

T. H. Rieder, vice-president and general manager of the Canadian Consolidated Rubber Co., Montreal, is at present on a visit to the Western branches of the company.

Among the shoe travelers who have recently returned from the west after a very successful trip throughout the prairie provinces are Percy Fry, representing the Smardon Shoe Co., Montreal; J. G. McDiarmid, of Scott-Chamberlain, Limited, London; John J. Tilt, of Brandon Shoe Co., Brantford, Ont.; F. P. Beemer, of Blachford Shoe Manufacturing Co., Toronto—who also represents Guptill slippers and Sorosis shoes.

Scott-Chamberlain, Limited, of London, have received a second order for army shoes, the last order amounting to 35,000 pairs.

G. A. and C. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, have returned after an extended visit to New York, Boston, Philadelphia, Lynn and other shoe centres, in search of the latest style pointers and suggestions for next season.

Arrangements have been made by the Canadian Consolidated Rubber Co., Montreal, to acquire commodious modern offices in Quebec in February. They have secured an up-to-date building which will give them four floors and basement.

The Carey Shoe Co. have bought the premises which

they have occupied for a number of years at 142 King St. E., Toronto, and are having a handsome and up-to-date front installed. The store is 30 feet wide and there will be two splendid display windows with a receding entrance. Interior improvements will also be carried out after the holiday season.

Jos. Greenwood, hardware merchant, 1293 Danforth avenue, Toronto, who was for many years in the shoe business on Bloor street, near Bathurst, has added shoes to his stock.

A well attended meeting of the Toronto Shoe Retailers' Association was held last week, at which the matter of wholesalers selling shoes retail was discussed, it being alleged that the practice exists to a considerable extent and should be stopped. No definite action was taken, but a meeting of the executive will be held shortly at which arrangements will likely be made for a conference between the jobbers and the retail men.

Ames-Holden-McCready, Limited, Montreal, intend going after the trade in Great Britain in the matter of supplying civilian footwear in which there is reported to be a splendid opening, owing to so many of the British factories devoting their attention to army shoe orders, and the scarcity of help in the plants, due to the ranks of the workers being depleted by the large number of operators who are now at the front. Ames-Holden-McCready have opened offices and sample rooms in London which are in charge of Stanley Jacobs.

John Hill, who for seven years past has been on the staff of the Carey Shoe Co., at Barrie, Ont., recently enlisted. He makes the third employee from the Barrie establishment who has joined the colors.

D. D. Hawthorne, of D. D. Hawthorne & Co., Toronto, who has been ill the past few days, is able to come down to business again and expects to be fully recovered in a short while.

The Nugget Polish Co., Toronto, have distributed to the trade a neat and artistic show card entitled "The Allies." In the centre on an oval background of dark red, a complete Nugget polishing outfit, an open tin of polish and a pair of shoes are shown, while at the top are the flags of England and France, and at the bottom those of Belgium and Russia. The card has a patent support at the back and is very convenient for placing in windows or on top of show cases.

The Invictus Boot Shop, Toronto, of which J. L. Chisholm is manager, recently installed a patriotic window which attracted an unusual amount of attention. In one corner there were grouped five flags. On the floor were several Canadian army boots, and in the centre was a field boot, sixteen and a half inch leg, made of high grade storm calf. It had a buckle at the top, a detachable leather garter and spur rest. The boot was what might be called a blucher cut Wellington and its fine workmanship and superior stock were much admired. It was an object of keen interest to military men and groups of Tommies might be seen any hour of the day viewing the splendid display of military footwear which also attracted scores of civilians.

T. F. Atkinson, representing F. Rosenberg, wholesale shoes, Boston, Mass., was in Toronto this week on business.

Harry Dallas, Sr., who has been spending a few days at Preston, Ont., has returned to Toronto.

F. W. Knibbs, who covers the middle portion of western Ontario for Ames-Holden-McCready, Limited, Toronto, has resumed his duties on the road after being laid up for some time with bronchial trouble.

F. W. Knowlton, of Montreal, Canadian manager of the United Shoe Machinery Company, was in Berlin, London, Toronto, and other cities during the past few days.

Jos. Sager, 101 Victoria street, Toronto, has installed a 16-foot, model "N" shoe repair outfit, with stitcher, supplied by the United Shoe Machinery Co.

The shoe repair shop of James Chantler, Chatham, Ont., was broken into recently and some shoes taken. This makes the second time the shop has been robbed within a few weeks.

The S. & F. Blacking Co., of Boston, Mass., manufacturing blackings, stains and packing room supplies for shoe factories, have, on account of their increasing business among Canadian manufacturers, decided to open a factory in the Dominion. They are now equipping the plant and it will be situated at 641 St. Paul street west, Montreal. The Canadian branch will manufacture the same line of goods as is made by the Boston factory, which consists of blackings, stains, treeing and packing room supplies. J. L. Higgins, who has been associated with the company for the past three or four years, will be resident manager of the new branch.

J. R. Miller, of Virden, has opened a shoe repairing business in Wapella, Sask.

Stanley Larke, formerly of the staff of H. & C. Blachford, Yonge street, Toronto, who joined the 83rd Battalion, is now in the military hospital at the Canadian Exposition Grounds. On the long march from Niagara Falls to Toronto, he blistered his feet, with the result that he is having some trouble. It is expected that he will be around in a few days.

Johnston Carey, of the Carey Shoe Co., of Toronto, has been spending a few days in Ottawa on business.

NEW HOCKEY PRESIDENT IS POPULAR



Jas. T. Sutherland, who has resigned the management of the Frontenac Hockey Club, Kingston, Ont., to assume his new duties as president of the Ontario Hockey Association, is widely known to the shoe trade of the province. He comes of a footwear family who have been in business in the Limestone City for several generations, where his brother, J. H. Sutherland, is in the retail line.

Jas. T. Sutherland has for several years been engaged as a traveler and represented Cook-Fitzgerald Co., London, until that organization was succeeded some months ago by Scott-Chamberlain, Limited, with which concern he is now associated, covering eastern Canada from Toronto to Quebec. For 17 years he has been manager of the Kingston Hockey Club and his resignation was accepted recently with great regret. A committee was appointed to arrange for a suitable memorial. The new president-elect of the Ontario Hockey Association has always been identified with clean, progressive sport, and all-round athletics. He was first elected to the executive committee, then was made vice-president, and the new honor which has come to him is a recognition of his long and faithful services. Lieut. Sutherland is also an enthusiastic military man, and during the past summer spent several weeks in camp at Barriefield.

Shoe manufacturers are not yet at the end of their troubles with regard to the rise in price of practically every article that enters into the making of shoes. The manufacturers of cotton have now sent out notices cancelling their lists and notifying that prices are to be advanced.

Edward E. Taylor, of E. E. Taylor Co., shoe manufacturers, of Brockton, New Bedford, Mass., and Nashua, N.H., died in Hyde Park, Mass., recently, at the age of 57 years. He had been in poor health for several months.

L. L. Lewis has accepted a position as foreman of the making-room in the No. 2 factory of Ames-Holden-McCready, Montreal. He was for many years foreman in the factory of Rice & Hutchins Co., of Rockland, also in the Fred F. Field factory, Brockton.

It is announced that a new association of manufacturers to be known as "The Master Makers of Canada," is being organized. This will be comprised of about twenty-five of the leading Canadian manufacturers, in different lines of business, its main object being to educate the Canadian public regarding first-quality Canadian-made goods. R. W. Ashcroft, manager of publicity, of the Canadian Consolidated Rubber Company, Montreal, has the organization in hand.

W. V. Mathews, general superintendent for Ames-Holden-McCready factory, Montreal, and Charles J. Howe, superintendent of the No. 2 factory of the same concern, were visitors in Boston recently.

Edward Mason has concluded his services as foreman of the stitching room with Clark Bros. & Co., St. Stephen, N. B.

The Milton Shoe Co., Milton, Ont., who are making men's, boys' and youths' McKays, Standard screw and loose nail shoes, are very busy at the present time—the daily output being about 200 pairs. A. E. Smith is president of the company, and F. Ford, secretary. John Burn, of Toronto, who has been covering Ontario in the interests of the firm for some time, reports doing a splendid business.

Natural Tread Shoes, Limited, 329 Yonge street, Toronto, are doing some interesting advertising in the papers, and announce that they have designs, lasts and patterns which never change in shape; and have arranged with the Minister-Myles Shoe Co., to make their shoes. A booklet entitled "How to Treat Them" is being distributed free.

E. M. Foster, shoe retailer, of Edmonton, was in Toronto and Montreal recently on business. He is moving into new and larger premises on Jasper avenue, and will have one of the most commodious footwear establishments in the West.

Jacob Roston, shoe retailer, Montreal, recently assigned.

The F. and B. Shoe Co., of Maisonneuve, Que., who are specializing on turns for children, have acquired considerable additional space and have installed several new machines.

The home of H. Friedman, shoe repairer, 170 Queen street, Ottawa, was damaged by fire recently.

Fire, which broke out recently in the cellar of the shoe store owned by Henri Charlebois, 179 Dupont street, Hull, did damage to the premises and stock amounting to \$4,000. The building itself was not seriously affected, the major part of the loss being caused to the stock of footwear stored in the basement.

W. Lawson, manager of the Chatham, Ont., store of the Carey Shoe Co., spent a few days in Toronto last week, accompanied by his wife.

The P. T. Gendron Shoepack Co. is the name of a new concern that has begun the manufacture of shoepacks in Midland. Several hands are employed and the prospects for a good season are exceptionally bright. Mr. Gendron



Cut No. 206—\$1.50



Cut No. 207—85c.

If You Pay

for newspaper space, or send out dodgers, blotters or letters

You can't afford to be without the Flater Cuts

Bright, snappy illustrations will double the drawing power of your ads.

For the retailer who uses a small newspaper space we recommend our three inch cuts at \$1.10. The latest proof sheets will be furnished upon request.

Where remittance is made by cheque, add 15c. for exchange.

The Flater Service

34 Yonge Street

Illustrating
Designing

Ad-Writing
Engraving



Cut No. 205—\$1.25

had been the partner in the firm of Gendron & Fitzpatrick, shoe dealers in that town for some years, and previous to that, was engaged in the manufacture of shoepacks. Many friends will wish him every success.

Leslie & Stewart, Limited, have been incorporated, with headquarters in Winnipeg, for the purpose of dealing in trunks, bags and leather goods. The capital stock is \$20,000, and among the incorporators are Arthur J. Leslie and H. W. Stewart.

J. Leckie & Co., of Vancouver, have been awarded a contract for 20,000 pairs of army shoes, by the Militia Department, and the firm are at present employing 100 hands in their factory. This makes the second order that the Leckie Co. have received through the Militia Department, the first one being for 6,000 pairs. Deliveries on the present order will be made at the rate of 2,500 pairs a week.

Jas. F. Clark, of Clark Bros., St. Stephen, N.B., was in Boston and New York last week on a buying expedition and picking up the latest style pointers.

J. W. Carey, shoe retailer, of Peterboro, Ont., recently assigned to McLeod Tew, Hamilton.

The United Footwear Manufacturing Co., of Montreal, recently registered.

The Yale Shoe Store, Limited, Winnipeg, will be capitalized at \$60,000. The incorporators are John Affleck, David Pollock, Alf. Fox, Jos. N. Caron and Malcolm S. Hamilton.

The Aylmer Shoe Co., Aylmer, Ont., has been given an order for 3,000 pairs of Canadian army shoes. This makes several orders which the company have received during the past few months.

The shoepack factories of the John Palmer Co., Limited, and the Palmer-McLellan Co., Limited, of Fredericton,

N.B., are again working to full capacity. Both companies have large orders and for some time the plants, which are the largest of their kind in Canada, will be running to the limit of their output.

John F. Mills, for the past few years New England manager for the Anglo-Canadian Leather Co., Montreal, with headquarters at 192 South street, Boston, died at his home in Somerville recently, at the age of 71 years. He is survived by a widow and one daughter.

Otto A. Delfs, vice-president of The Schultz Ruck Delfs Shoe Company, Cleveland, Ohio, was accidentally drowned on November 17th while out on a fishing trip. Mr. Delfs was an enthusiastic and skilled lover of this sport, it being one of his greatest sources of recreation. His death will not in any way change the policies or management of the company.

J. Halpenny, North Bay, formerly with Percival Bros., Montreal, has joined the traveling staff of The J. A. Johnston Company, Brockville. He will cover Northern Ontario.

A. A. Lightfoot has been appointed manager of the Brandon branch of Canadian Consolidated Rubber Co., and J. L. Bond, formerly in charge of the Edmonton branch, is again in charge, vice C. A. Himberg having resigned.

H. L. Tower, of the United Last Co., has returned from Boston.

P. J. Cote, shoe manufacturer, Maisonneuve, will be showing a line of McKay shoes along with his turns when jobbers come to Montreal to see next season's samples, as he has installed a line of McKay machinery. Mr. Cote reports excellent business on slippers for Christmas trade.

Charles B. Stanford, for several years with the Edward Stark Shoe Co., Limited, Vancouver, and recently with a leading shoe house in Seattle, is again identified

with the trade in Vancouver in the capacity of manager of the old firm.

A profitable haul was made recently in Montreal by three hold-up men, who accosted and robbed A. Labelle, of A. Labelle & Co., shoe dealers, of 762 East St. Catherine street. Mr. Labelle had closed his store for the night and with the receipts in his pocket had started for his home in East Demontigny street. At the corner of St. Catherine and Montcalm streets he was jostled by three men, who came quickly up from behind him. One of the trio seized his arms and simultaneously another clasped his hands over the merchant's mouth before the latter could cry out. He was dragged around the corner and with two of the highwaymen holding him the third went through his pockets and removed \$120 in bills and some change. The highwaymen released their victim with a threat and took to their heels. The robbery seems to have been a well-planned one, the hold-up men having decided to get Mr. Labelle's Saturday night receipts. They left him his watch, a diamond ring and 45 cents in change.

J. F. Delaney, dealer in boots, shoes and dry goods, New Westminster, B.C., is advertising half of his interest for sale.

John Colborne is opening a new shoe store in North Battleford, Sask.

L. F. Jackson, who represents the Brandon Shoe Co. in the Maritime Provinces, has returned to Toronto after an extended selling trip.

The shoe business of the late F. Kibler, King street, Berlin, Ont., has been taken over by his two sons, W. A. and Norman Kibler, and has been incorporated under the name of Kibler Bros. Norman Kibler has been in charge of the store since the death of his father. W. A. Kibler recently returned from British Columbia. The store will continue to be known as "Kibler's Shoe Home."

An attractive display of rubber products has been installed in the C.P.R. ticket office on St. James street, Montreal, by the Canadian Consolidated Rubber Co.

J. B. Kilgour, proprietor of the Regal Boot Shops,



HAROLD P. BONNICK, TORONTO, WHO IS NOW SERGT.-MAJOR IN THE ARMY SERVICE CORPS AT SHORNCLIFFE, ENG., AND WILL SHORTLY GO TO THE FRONT. HE WAS UNTIL A FEW MONTHS AGO ON THE TRAVELLING STAFF AMES-HOLDEN-MCCREARY CO., TORONTO. HE IS A SON OF CHARLES BONNICK.

Winnipeg and Toronto, was in the latter city last week on his way to New York on a business trip.

During the absence of Captain L. C. Lockett, who has joined the overseas force and is now with "C" Company of the 80th at Napanee, W. H. Mack, Jr., is acting manager of The Lockett Shoe Store, Kingston, Ont. Mr. Mack has been with the firm for over ten years.

Alexander Chisholm, shoe retailer, 1687 Dundas street, Toronto, leaves next week on an extended trip through the South. He will visit Florida, Georgia and other states, and will be accompanied by his wife. Mr. Chisholm has not been feeling very well of late and the trip is taken on the advice of his physician. Many friends trust he will return in the spring completely restored in health.

H. B. Pollock, of Toronto, a former widely known shoe manufacturer, who established the Sovereign Shoe Co., Toronto, some eight years ago and sold to the Regal Shoe Co. in 1911, with which concern he continued for a number of years, has gone to Vernon, B.C., where he has been appointed manager of the W. R. Megaw departmental store. Mrs. and Miss Pollock left Toronto this week to take up their residence in Vernon.

R. E. Jackson, representing the George E. Keith Co., Brockton, Mass., was in Toronto and Montreal recently on business.

Rosecrans Murphy, of the Julian & Kokenge Co., Cincinnati, Ohio, who covers Canada in the interest of his firm, was in Toronto last week. He reports having had a most successful trip through the western provinces.

Denis Rowan, who has had considerable experience in the retail shoe line, has started in business for himself and has leased premises at 1167 Dundas street, east of Keele street, Toronto, formerly occupied by the late Richard T. Palmer.

E. E. McIntyre, who represents the Brandon Shoe Co., of Brantford, Ont., in eastern Ontario and Quebec, has returned to Toronto after completing a most successful spring selling trip.

William Edwards, who has been city traveler for many years for Charles Tilley & Son, Toronto, has entered upon a new position and is now covering the retail trade in Toronto in the interest of McLaren & Dallas. Gordon McClelland, who has been for two years on the staff of George E. Boulter, has been appointed city representative for Charles Tilley & Son.

William Campbell, one of the western Canada representatives of the Slater Shoe Co., Montreal, has returned from a successful selling trip through the far western provinces.

S. G. Amero, manager of the London branch of the Kaufman Rubber Co., was called to Gloucester, Mass., recently, to attend the funeral of his sister.

L. B. Shafer, who represents the Moore-Shafer Co., shoe manufacturers, of Brockport, N.Y., in Canada, spent a few days in Toronto recently. He was accompanied by his father, M. A. Shafer, president of the company.

J. P. Buchanan, representative of the Smardon Shoe Co., has returned to Montreal after a most successful selling season in various parts of Ontario. The company are now showing an African brown kid leather boot, which is one of the very newest colors in women's high class footwear.

Johnston's Big Shoe House, who recently moved into their attractive rebuilt store in Vancouver, are now operating two shops in that city, at 409 and 417 Hastings street west.

George R. Mullett, who was a tanner by trade and for several years employed at Barrie, Ont., passed away re-

Business is booming!



Toronto, Ont.

Merchants everywhere tell our 800 salesmen that business is booming.

Farmers have had a record crop, at big prices, with big demand at home and abroad.

Stocks of manufactured material are short, and labor is in great demand.

Exports largely exceed imports.

Factories are busy, a great many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

Canada has, in proportion to population, greater exportable surplus of wheat this year than any other country in the world.

Millions of dollars are passing over the merchants' counters.

The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

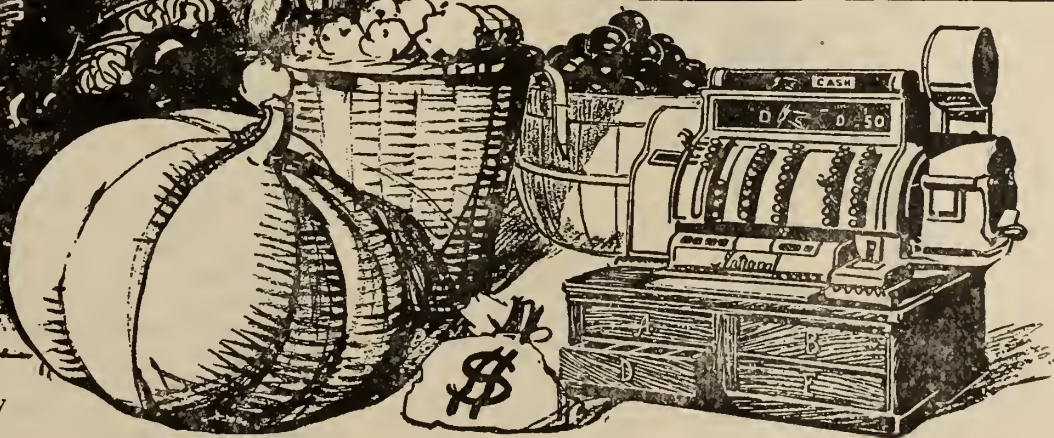
Last month the N.C.R. in Canada had the largest sales of any month in the past seventeen.

President of the National Cash Register Co.

(Signed)

Wm H Patterson

Write for booklet to
National Cash Register Company
350 Christie Street, Toronto, Ont.
Agents in Every City



cently in Lindsay in his 67th year. He leaves a wife, two sons and two daughters.

George E. Keith & Co., Brockton, Mass., recently sent a remittance of twenty-five dollars to Glass Bros., of Calgary, proprietors of the Walk-Over shoe store in that city, requesting that the sum be handed over to the patriotic fund. Accompanying the check was a letter expressing their strong sympathy with work of the fund.

W. H. Willis, shoe retailer, of Wingham, Ont., was in Toronto recently on a visit to his son, R. Gerry Willis, who is on the staff of H. and C. Blachford, Limited.

J. W. Arrowsmith, of Morristown, N.J., spent a day in Toronto recently on a visit to the Canadian plant of the company at Niagara Falls, Ont. He reports business with the Canadian-Arrowsmith Manufacturing Co. as being exceptionally good.

An interesting event was celebrated recently at the home of A. Levy, shoe retailer, who resides at 82 Forest Hill road, Toronto, when his eldest daughter, Blanche, was married to Dr. Abraham Brody. The assistants were Miss Pearl Brody and Lester Levy. Dr. Brody and bride spent a few days in New York and other cities and have taken up their residence at 43 Cecil street, Toronto.

The shoe firm of P. J. Harney Co., Lynn, Mass., has been reorganized and will resume the manufacture of shoes in its factory on Broad street in that city. P. J. Harney is president of the company; Winthrop Nottage, treasurer; David J. Crowley, assistant treasurer, and James T. Lennox, directors.

The three-year old son of Mr. and Mrs. Buxton, of Perth, Ont., wandering through the shoe factory the other morning, started the machinery in motion. The employees, suspecting something was wrong, hastened to investigate. They found the child among the electrical appliances unharmed, but a cat, which he was carrying in his arms was killed by the electricity.

In the recent award for Canadian army and hospital rest shoes by the War Purchasing Commission, it is now stated that Canadian factories are working on no less than 640,000 pairs. Many plants are exceptionally busy.

The annual euchre party and ball of the employees of the Regal Shoe Co., Toronto, was held in the Aster Hall, corner of Arthur and Dundas street, last week. The event was a decided success and passed off very pleasantly, being attended by a number of outside guests. Progressive euchre was enjoyed for the first two hours, after which the light fantastic was tripped until midnight, when a splendid sup-

per was served. The arrangements were all admirably carried out under the direction of the committee composed of J. G. Hoye, chairman; E. B. Paige, treasurer; D. D. Ross, secretary; William White, George Norris, S. Macklem and W. Mantel.

Platoon No. 4 of the Civilian's Rifle Association has been organized in Toronto by Osler Wade, and drill is held once a week in the St. Lawrence Market hall. The Platoon is composed of sixty men, all of whom are identified with the wholesale or retail shoe trade in Toronto. Rifle practice is held every Monday night and drill every Tuesday night. Great interest is being taken in the work of the Platoon.

Ed. R. Lewis, leather dealer, Toronto, is on a business trip to Montreal and Quebec.

Paul Awad, who has been conducting a general store at Byng Inlet, and recently sold out, will shortly start a shoe store on Ouellette avenue, Windsor, Ont.

Jas. Muir, Jr., of the James Muir Co., shoe manufacturers, Maisoncuve, Que., was in Toronto this week calling upon the trade.

R. B. Gravlin and John White, of the White Shoe Co., Toronto, were in Montreal and Quebec recently on a business trip.

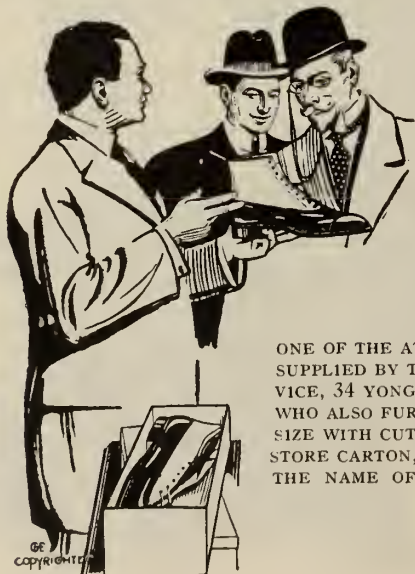
Harold W. Pearson, manager of Ames-Holden-McCready, Limited, Toronto, spent a few days in Montreal on business lately.

G. G. Parker, of the Boston Last Co., Richmond, Que., was in Toronto, London, Berlin and other centres last week, calling upon the shoe manufacturers.

L. H. Winkie, late of Detroit, Mich., has taken a position with the Walk-Over Boot Shop, 290 Yonge street, Toronto, and has full charge of the window trimming department, in which line he enjoys an excellent reputation. C. H. Billett, late of the Walk-Over store in Montreal, has been transferred to the Toronto establishment and has been given charge of the men's branch. He has been with the Walk-Over system for seventeen years.

The Regal Shoe Co., Atlantic avenue, Toronto, have been forced to increase the accommodation of their plant owing to rapidly expanding business, and have leased one entire floor of the premises of the Brunswick Balke Colender Co., on Hanna avenue. The additional space, which is 60 x 100 feet, will be used exclusively for cutting and fitting purposes and the area heretofore employed for that purpose, will be devoted to the finishing and dressing departments. The extra flat is very convenient and will result in increasing the production of the Regal factory to six hundred pairs a day. The company are now filling an order for thirty-five thousand Canadian army shoes and, in addition to their widely known men's Goodyear welts, are making women's fine shoes. The new samples, which have just been placed with a large number of retailers, evidence skill, style and good workmanship in every detail. Orders for spring are also reported to be highly encouraging.

The Canadian Consolidated Rubber Co. write the SHOE AND LEATHER JOURNAL in reference to an article which appeared in a recent edition on "Get a Fair Profit on the Sale of Rubbers," that one sentence might convey a wrong impression. It was to the effect that sorting orders might not be filled as promptly as desired in case of a sudden advent of wet, slushy weather, and an insistent demand by a large number of dealers, who, no doubt, did not deem it advisable, but should have given placing orders. The Canadian Consolidated Rubber Co. state that when it comes to the matter of sorting and distributing they maintain, at great expense, 28 service branches throughout Canada, all of whom are at this season in a position to speedily and efficiently fill all sorting orders. The editor of that bright, breezy publication, "Foot Prints," calls attention



ONE OF THE ATTRACTIVE CUTS SUPPLIED BY THE FLATER SERVICE, 34 YONGE ST., TORONTO, WHO ALSO FURNISH A LARGER SIZE WITH CUT-OUT ON END OF STORE CARTON, FOR INSERTING THE NAME OF THE RETAILER

THE SHOE & LEATHER JOURNAL

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The publishers of the Shoe and Leather Journal reserve the
right to reject any matter furnished either for the advertising
or the reading columns.

to this, in the December issue, and says in part:—"We pride ourselves on our unmatched sorting service, with our 28 service branches throughout Canada. There is always one of these within reach, and when occasion arises, the entire staff at any branch, acts 'on the job,' promptly filling sorting orders."

Columbia Counter Co., Boston, will establish a branch factory in Montreal, having secured the ground floor of the Scout Shoe Co. building on Delorimer avenue. G. J. Trudeau, who was in Boston recently concluding arrangements for the opening of the establishment, will be Canadian manager.

F. A. Guinivan, proprietor of the Walk-Over boot shops in Montreal and Toronto, spent Thanksgiving Day at Beverly, Mass. Arrangements have been made for a new location of the Walk-Over boot shop in Montreal, the large and attractive store next to the corner of St. Catharine W. and Peel St., in the new ten storey Drummond Block having been leased for a term of years. The new site is only a few doors east of the present one and in the near future the work of fitting up will be commenced. The fixtures, conveniences and general arrangement will be on an extensive scale and will rival in beauty and impressiveness the splendidly appointed home of the Walk-Over Boot shop in Toronto. It is expected that the new Montreal quarters will be ready about May 1st next.

Will velvets attain any wide measure of favor? They are being shown now by a number of retailers, and manufacturers report that there is quite a demand for the velvet button, as well as the velvet bal. They come in dark blue, black, grey and brown. Some of the velvet shoes are being cut very high, from 9 to 11 inches, and have wave tops. Pearl buttons with various fancy centres are seen, and there are a number of pleasing combinations, such as a velvet vamp and satin top, the vamp being black and the top of pale blue, or perhaps the vamp is blue and the top black. On lace shoes the worked eyelets appear to be all the go, and silk

laces will be largely in demand, being about half an inch in width. The all satin shoe is perhaps a novelty. In a high bal, with a wave cut top, worked cyelets and laced with silk ribbon, a pleasing and artistic creation is observed and shoes made entirely of cloth are also seen. Brown, grey, sand and other shades are presented. Of course, no one can tell just what requisition there will be for the velvet Gypsy button or bal, but from a dress standpoint and style conception they are inviting and conform to the fascinating costumes of various tones worn by miladi. Some Canadian manufacturers are now making velvets and expect that there will be a fair demand for them by Christmas time. In some of the new models in velvet and cloth, fine piping of leather is noticed on the vamp or there is a braid effect up the eyelet row. Fancy bindings are also seen on a number of the offerings. The next season will be the strongest ever in the white wave line. It will be white canvas pumps, white colonials, white bals and white buttons, some of them relieved by touches of black, but generally the all-white shoe is neat, dainty, tidy and smart.

PROMISING WHITE SHOE OUTLOOK

Both manufacturers and retailers have learned something this past season regarding the necessity of keeping on hand an efficient stock of white footwear for all classes of trade. Many retailers as well as manufacturers did not anticipate such a heavy demand for white shoes and, consequently, many dealers have lost a lot of extra sales.

It is to the interest of the trade as a whole to push white footwear and make it a staple summer line. It is logical and good business, for the reason that each pair of white shoes sold is an extra pair of shoes sold. Moreover, if the public is seasonably educated to regard white footwear as a staple retailers will be able to carry over such goods from one season to another without loss. White canvas boots are always adaptable to spring and summer wear and can always be sold in fair volume if they are featured by the retailer in season.

White button boots will be particularly good for spring, to be followed during the warmer weather with low effects in white in canvas, kid, suede, nubuck and genuine buck.

In this connection, many manufacturers and retailers believe that outing footwear for next spring and summer will be confined principally to all-white materials. There seems to be a tendency to get away from the outing or sport shoe in the various combinations of black and white, tan and white, green and white, red and white, blue and white, etc., which were prominent in the selling during the past season.—Shoe Section, Dry Goods Economist.

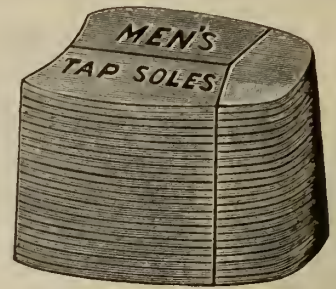
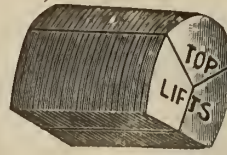
CLASSIFIED ADVERTISEMENTS

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.

POSITION WANTED—Thoroughly experienced, practical shoeman. Present situation, charge of wholesale warehouse. Experienced buyer and manager. Highest references as to character and ability. Box 4, SHOE AND LEATHER JOURNAL, Toronto.

SHOE SALESMAN WANTED—Active young man to call on wholesale trade, one with knowledge of shoe manufacturing business preferred. References required. Apply, Gale Brothers, Limited, 518 St. Valier street, Quebec, P. Q.

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

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

Leicester, Eng.

and at Kettering, Northampton,
Bristol, and Norwich.

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.

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



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"
92 Beaudry St., MONTREAL

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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

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
 553 St. Valier Street, Quebec
 RICHARD FRERES, Agent

We Specialize on
**GALLOON BINDINGS,
 TASSELS AND TRIMMINGS**

for Baby Shoes

Established
 in



1900

Shoe Bows, Braids and Tapes—Direct from our mill to you—save jobbers profits.

We carry full lines Cloth-Button Ornaments, Shoe Laces, Quilted Satins, Ribbons.

Shultz-Goodwin Co. (Inc.)
 Lincoln St., Boston, U.S.A. Everett



Satisfaction Guaranteed
 by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

Box Toes and Heels

OF ALL KINDS

WE GUARANTEE THEM

When you use our box toes and heels you are insuring satisfaction in these departments. Write for samples and information.

J. E. DUPRE

The

SOLE PROPRIETOR

Montreal Box Toe & Heel Co.

ESTABLISHED 1904



"Our Fibre Counters are Guaranteed to Outwear the Shoe"

DUCLOS & PAYAN

TANNERS AND MANUFACTURERS OF

Chrome Sides in black and colors, Box Sides, Gun Metal and Dull Sides

MENNONITE GRAIN IN BLACK AND TAN

CHROME SOLE

FACTORY AND OFFICE :
 ST. HYACINTHE, P.Q.

STORE : 224 LEMOINE ST.
 MONTREAL

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MANUFACTURERS OF LIMITED

STAPLE AND FANCY **LEATHERS**

RUSSET SIDES AND SPECIALTIES

BAG
CASE
TRUNK
STRAP

LEATHERS

BRIDLE
COLLAR
SPLITS
BOOKBINDERS

HIDES ALL
SPECIALLY
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FACTORY & HEAD OFFICE **BARRIE, ONT.**

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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.

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The Particular Woman

is a woman of taste, exacting as to the details, and appreciative of the niceties of her apparel. To such a woman

THE
Smardon
SHOE

makes a strong appeal. Being available in such a variety of lasts and patterns, it offers a modish shoe for all occasions.

**SMARDON
SHOE CO.,
LIMITED
MONTREAL**

The goodwill of such a woman is an invaluable asset to any Shoeman.

THE SHOE & LEATHER JOURNAL



THE KING—GOD BLESS HIM

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Sincere Christmas Greetings

to our friends, the Shoe
Merchants of Canada.

The year just closing has been one of great expansion for the VIRGINIA Shoe, and the outlook for the coming year promises equally productive and successful development.



The name that stands for the snappiest style in Women's Goodyear Welts.

PERTH SHOE COMPANY

Limited

PERTH

ONTARIO



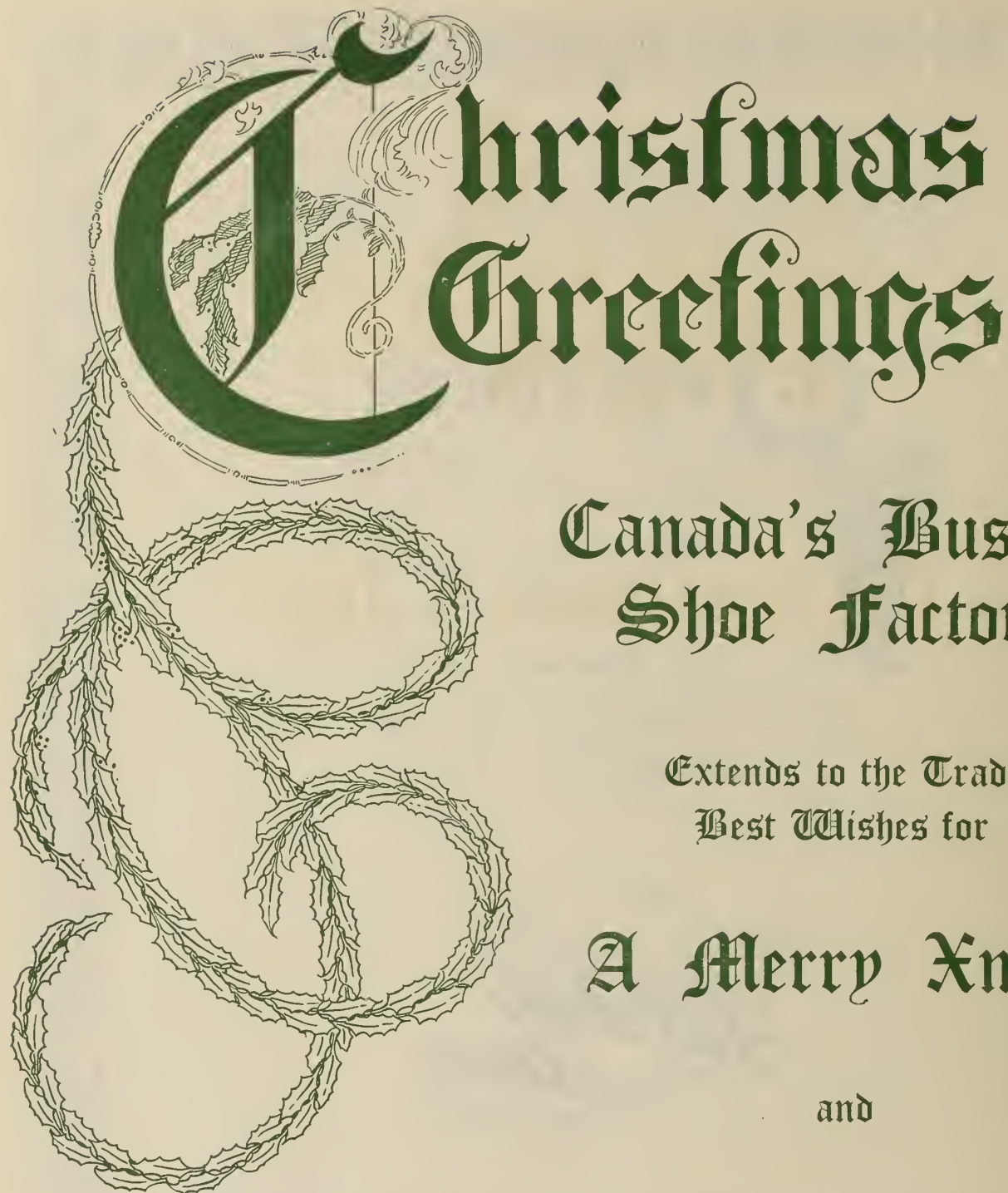


GREETINGS !

Heartiest and Best
Wishes of the Season
are extended to all of
the Shoemen of the
Dominion by the
makers of

THE
Ritchie
Shoe

THE JOHN RITCHIE CO., LIMITED
QUEBEC



Christmas Greetings

Canada's Busiest
Shoe Factory

Extends to the Trade
Best Wishes for

A Merry Xmas

and

A Happy and Prosperous
New Year

Tetrault Shoe Mfg. Co.

Largest Men's Goodyear Welt Manufacturers in Canada—BAR NONE

Montreal

Que.



Christmas :: 1915

We take this opportunity of expressing our sincere appreciation of the many favors extended to us during the year just closing and to convey

Hearty Christmas Greetings

and our cordial wishes that you may enjoy happiness and prosperity during the coming year.

W. E. Armstrong
F. L. Witheridge
J. J. Connor
G. H. McCrady
M. E. Hunter

James Flynn
F. M. Downs
W. G. Berscht
Wm. Edwards
A. I. Hart

J. A. McLaren

McLaren & Dallas

30 Front Street West, - Toronto, Canada



BUILT FOR
GOOD SERVICE



Our Greetings

May you and yours enjoy a
well earned and

Happy Christmas

and may all you hope and
plan for in the

New Year

be more than realized in
Peace and Plenty.



INDEPENDENT RUBBER CO., LIMITED
MERRITTON, ONTARIO



WE extend the
Compliments
of the Season to
all Shoemen in
Canada : : :

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"



WISHING YOU ALL
YOU WISH
YOURSELF



Barclay
Reynolds

"NUGGET" SHOE POLISH



The Makers of

Yamaska Shoes

Thank you for kind
favors in the past
year and wish you

A
Merry Christmas
and

A
Happy and Prosperous
New Year

La Compagnie J. A. & M. Cote
St. Hyacinthe, P.Q.





MR. JAMES ROBINSON



MR. J. G. ROBINSON

WE take this opportunity to thank our many Customers for their business during the past year and to wish them



MR. D. S. BENVIE

A Merry Christmas
and
A Happy New Year

JAMES ROBINSON

--:-

MONTREAL





GOLD MEDAL
Awarded 1915

HARTT'S

GOLD MEDAL

Shoe

TOE

NO.

THE ABOVE IS A REPRODUCTION OF CARTON LABEL USED ON
OUR GOLD MEDAL GRADE.

THE HARTT BOOT & SHOE CO.
LIMITED

FREDERICTON, N.B.

Canada's Best Shoemakers

FINE
Elmira
FELT SHOES




No. 5182

FOR 1916—
 Ask your job-
 ber to show
 you the
 E L M I R A
 line's latest
 addition—the
 E L M I R A

KOZY. These dainty slip-
 pers, made in a magnificent
 range of popular colors,
 and in all sizes, have yield-
 ing soles of soft carded wool,
 into which the feet sink
 with luxury. A boon for
 people with tired feet. Buy
 the Elmira Kozy, now's the
 time of all times to begin. Every retailer will
 show Elmira Kozys for 1916.



No. 5422



No. 1400



No. 5408

FELT Shoe History proves that
 Elmira's have been first in
 every important Felt Shoe im-
 provement within the last
 15 years resulting in in-
 creased sales and profits to
 the retailer and added
 comforts to the wearer.

They are always good
 throughout and have
 an established
 record for de-
 pendability.

The Elmira Felt Co., Limited

FACTORIES
 BERLIN and ELMIRA



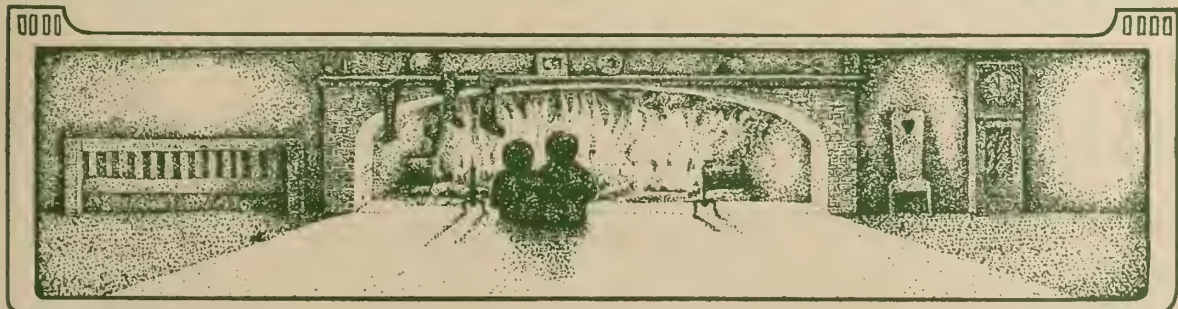
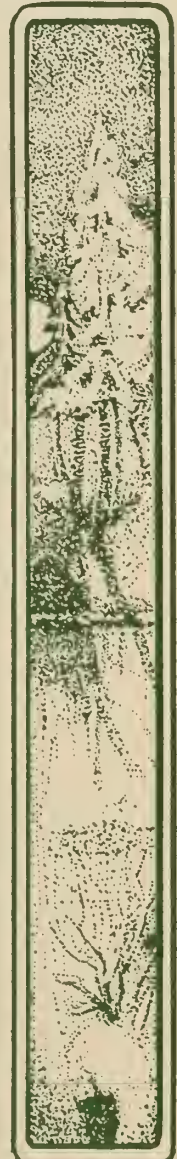
Season's Greetings

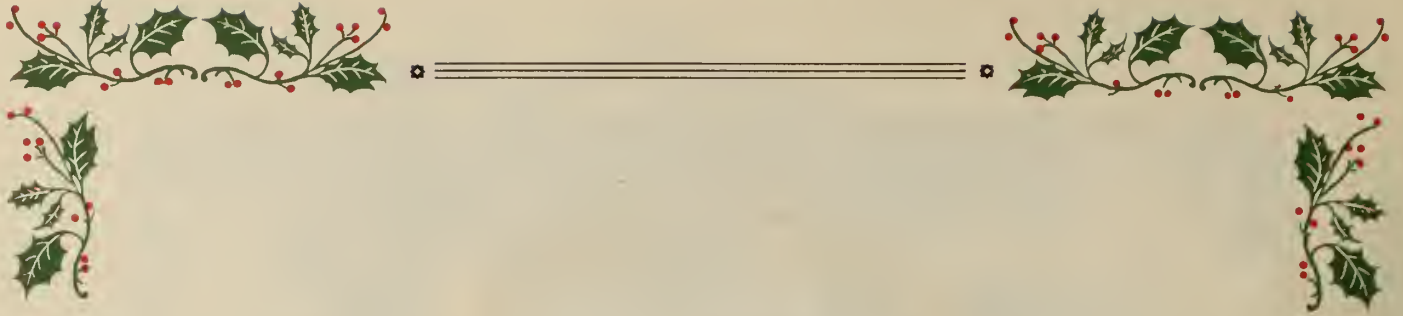
To each and every one of our
Customers and to the Shoe
Trade generally we extend Best
Wishes for a

Merry Christmas
and a
Happy New Year

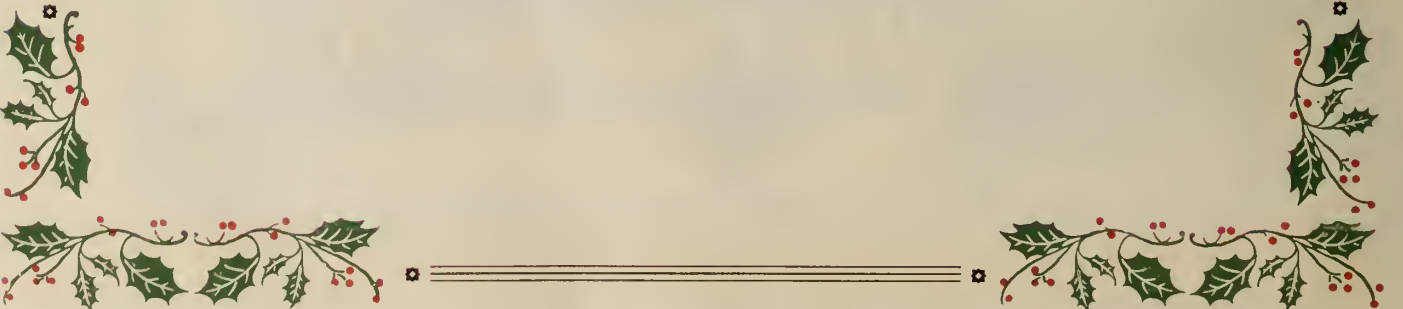
Ames-Holden-McCready
Limited

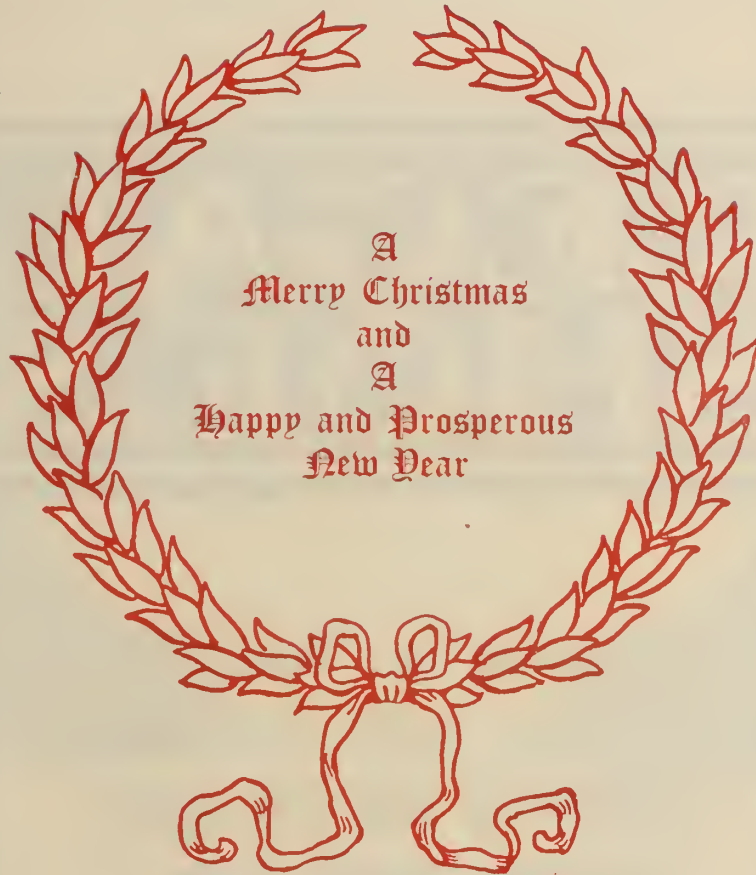
Montreal St. John Toronto Winnipeg
Edmonton Vancouver





Gutta Percha & Rubber, Limited
Toronto





A
Merry Christmas
and
A
Happy and Prosperous
New Year

This is our sincere wish
to the entire Shoe Trade
of the country

Drummond Shoe Limited
Drummondville, Que,





Closing our books for
the year without
thanking you for your
business would leave a
debt unpaid.

We extend to you and your friends
the most Cordial Greetings of the
Season

Regal Shoe Co., Limited
102 Atlantic Ave.
Toronto

KEEP TO THE WRIGHT

Goingsum Last



Gun Met. St. Fox.
Blucher, ½D Sole.
Stock No. 201



Gun Met. Button.
½D Sole.
Stock No. 202

The Just Wright
MADE FROM SHOES

In stock at St. Thomas. Also in stock at our Regina Warehouse with 17 others of our best sellers.

IN-STOCK CATALOG
MAILED ON REQUEST

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



Here's hoping, Mr. Retailer, that you will have the fullest possible enjoyment out of your

Christmas Cheer

which we trust has been made the more abundant by handling **TEBBUTT SHOES** during the past year. May the coming one be the

Brightest New Year

in the past ten in Business, Happiness, and General Well Being. We hope to participate both in the making and in the enjoyment.

The Tebbutt Shoe & Leather Co., Limited
Three Rivers, Que.



Christmas



Greetings of the Season

The manufacturers of the "CLASSIC SHOE" and the manufacturers of "ASTORIA" and "LIBERTY" SHOES take advantage of this opportunity to convey their cordial good wishes to the Shoe Merchants of Canada.

Getty & Scott, Limited

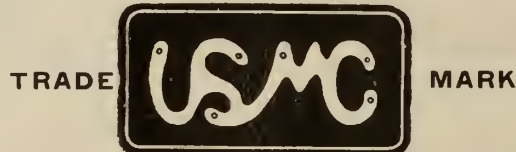
GALT

Scott-Chamberlain, Limited

London, Canada

Shoe Machinery

For Every Department
FROM
Lasting to Finishing



GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL-C
IDEAL CLICKING
MACHINES

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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.

22 Adelaide Street West, Toronto

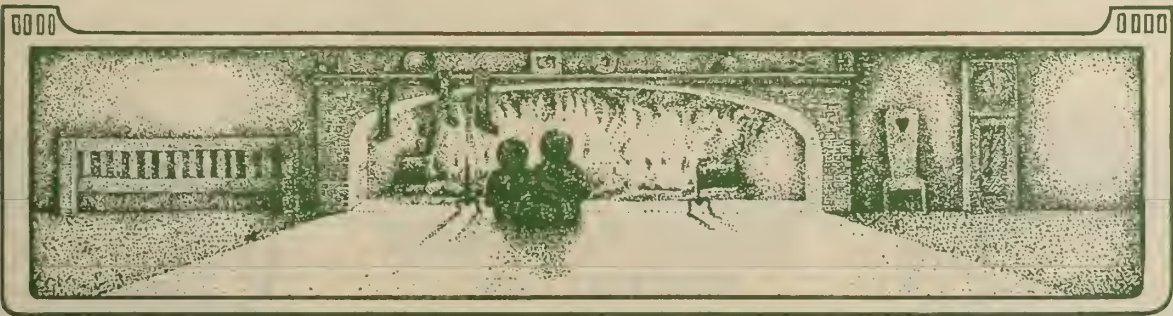
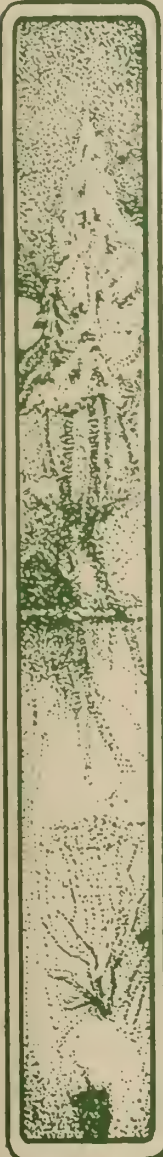
492 St. Valier Street, Quebec



The Heartiest
Christmas Greetings
and Cordial Wishes for a
Happy and Prosperous
New Year

from the manufacturers
of "Life-Buoy" Rubbers

The
Kaufman Rubber Co. Limited
Berlin Ontario





28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.



When a man is "Caught with the Goods" he usually gets into trouble; but if a Retailer of Rubber Footwear is "Caught *without* the Goods" he is *bound* to get into trouble.

MORAL:

**Send Us Your Sorting
Order and *Avoid* Trouble**



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL, QUE.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

Published Twice a Month

Subscription in Advance
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Foreign, \$2.00

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ACTON PUBLISHING COMPANY LIMITED

MONTREAL
13 Coristine Building
GREAT BRITAIN
92 Market St., Manchester

SHOES IN THE NATURAL LEATHER

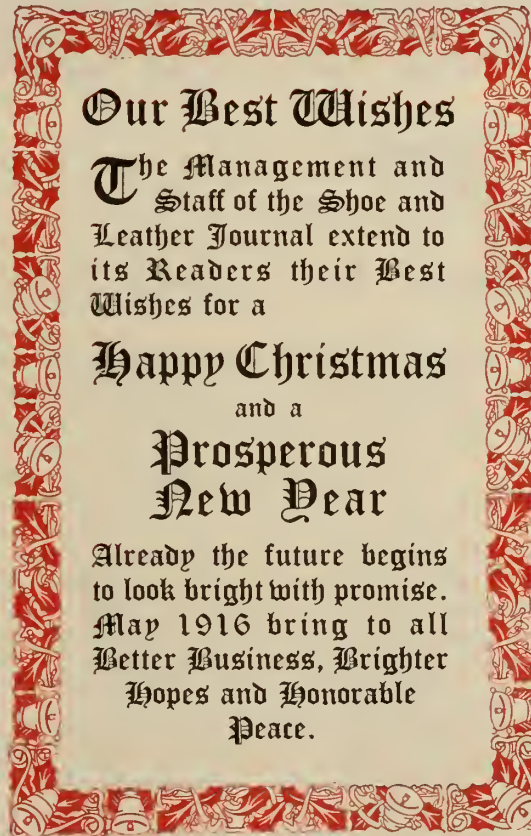
The Dye Situation Becoming So Critical that Tanners Refuse Orders for Colored Stock—Even Blacks and Dark Dyes Made From Logwood Getting Scarce

LEATHER manufacturers look as though colored will be out of the leather manufacturers from a large American stating that it would not in dyes and colors to the was placed on the British time ago put an embargo dyewood extracts from the West Indies. It is said, concern gets most of its other neutral sources and it the cutting out of Jamaica have such a marked effect. interests have been at work

In the meantime, as in Canada making leather will have to look to Great in this line. Anilines, of of sight since the war began lutely unprocurable either

The British Government concern called "British Dyes," located at Huddersfield, which it is expected will gradually meet the demand for dyeing materials. It has already contracts amounting to a million and a half dollars and although difficulties may arise in connection with the inauguration of such a difficult enterprise, it is expected that when fully under way there will be no need for foreign supplies of mordants or dyes.

In the meantime leather manufacturers are facing a critical situation and some predict that unless there are developments within the next few months certain colors will be out of the running and we may soon see boots and shoes made *au naturel*.



are facing a situation which leathers in some lines at least question soon. Canadian received a communication dyewood concern last week future be able to supply Canadian trade. The blame Government which some upon the exportation of British dependencies in the however, that the American supplies from Hayti and can hardly be possible that or British Honduras can It is hinted that German in the matter.

there are no dye factories coloring materials, tanners Britain for what they need course, are practically out and some colors are abso- in this country or abroad.

has just got under way a

DAILY BULLETIN ON WOMEN'S SHOE STYLES

Philosophic Manufacturer Thinks the Idea a Bright One—Changes Made So Suddenly and Senselessly That Most Ardent Devotee of Fashion Cannot Keep Abreast of Them—Creations That Are "Dead" Before They Have Spoken—Still They Come

"No, sir, I am glad that I am not making women's shoes, particularly at the present time," remarked a leading maker of men's welts, when discussing the style problem with a well-known retailer, the other day.

"Why, talk about staples in women's shoes. There is no such a thing as a staple style. It will soon be necessary



"SANTA"
 "GEE, HOPE THOSE SHOE FELLOWS
 GO EASY ON STYLES NEXT YEAR"

to issue daily bulletins telling of the rapid alterations and evolutions. Now-a-days they are called by various names, such as millinery styles; novelty styles; conservative styles; Parisian styles; metropolitan styles, etc., and who on earth can keep up with the perplexing proposition? When a retailer places an order for a certain distinct model or a fresh kind of material, it requires the average factory about three weeks to make up the goods. In all likelihood by that time, the passing fancy has vanished and something else is ushered in. Why, I know of one retailer in an eastern city, who gives no repeat orders at all. He stocks trappy and freakish lines—sells them out quickly, gets a tremendously high price, in some instances clearing two or three hundred per cent. Then, as soon as the craze subsides, he puts the residue on a bargain table and quickly disposes of them often below cost. The time to make money on novelties is at the very outset, beating the other fellow to it and by getting a few days' handicap.

"A friend of mine, who is a traveler, was talking of a leading retailer in Montreal, who pays frequent visits to Boston and New York. This retail man had a lady customer who was well-to-do and wanted all the niftiest and nattiest creations in footwear. She also went to the metropolis every five or six weeks, and while she bought many

of her pedal needs in New York, she was also a generous patron of the Montreal dealer.

"When dove gray colored tops first came in, Mrs. B. saw them in a fashionable boot shop in Gotham. She came home with a pair, but after two or three days' familiarity with the shoes, they did not appeal to her for some whimsical reason. Finding that the bootist with whom she dealt in Montreal, was going that week to New York, she asked him as a small favor, to take these shoes down to the metropolitan merchant and get a credit slip for the price.

"What did you pay for them?" asked the Montreal foot fitter.

"Eight dollars," she said.

"But," he persisted, "Will they not think it impertinent of me to return these on your instructions, when you might send them yourself, along with a personal note?"

"Oh, that will be all right," came the response, "Mr. K. knows me very well. I have a charge account at his store and make monthly settlements."

"Being anxious to oblige this wealthy customer, who also bought shoes for several members of her family at his place of business, the Montreal resident took the colored topped bals. When he explained the nature of his mission to an employee of Mr. K., the former said:—

"Well, you will have to see the proprietor."

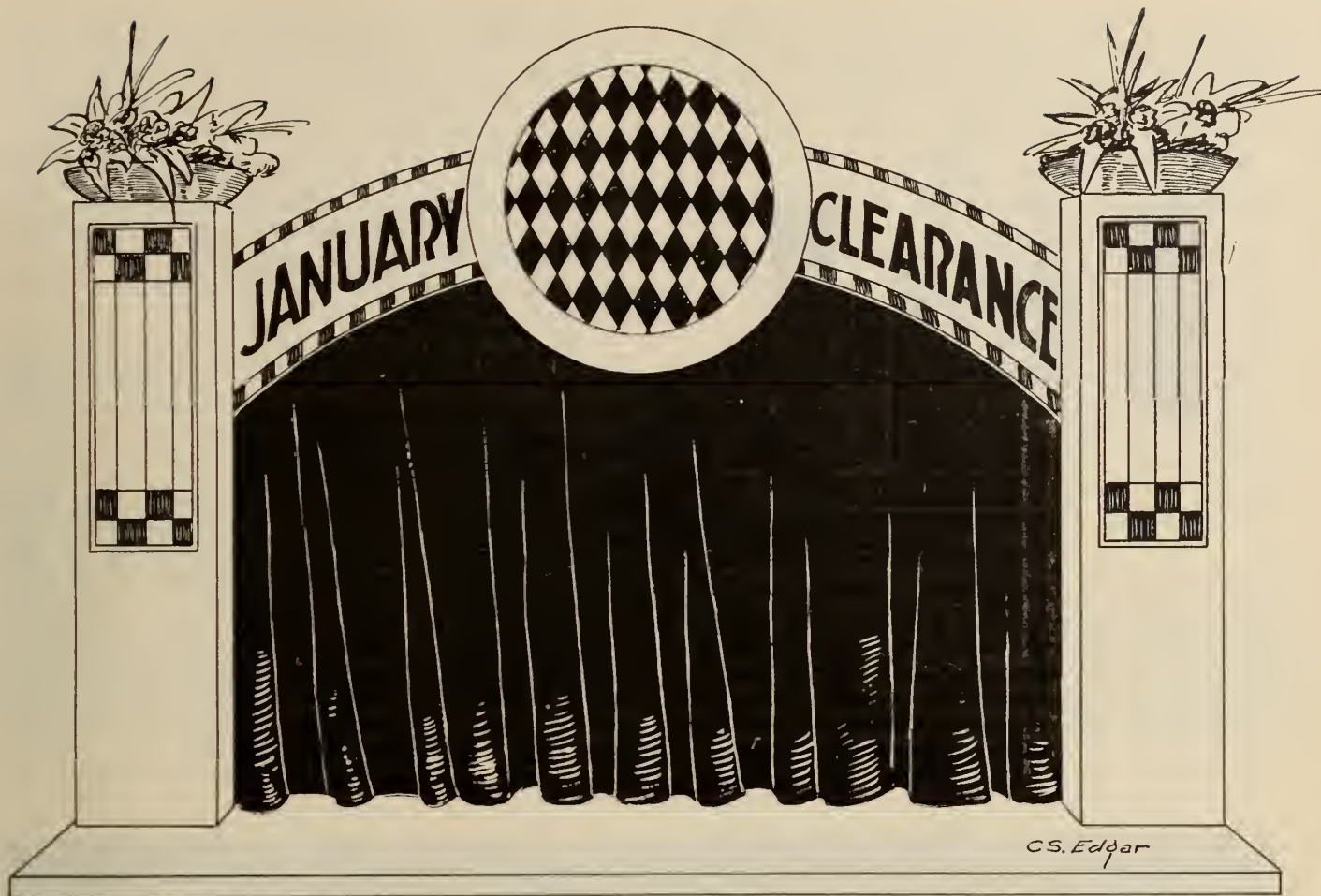
"The Canadian carried the shoes to the proprietor, explained what he had been requested to do, and when Mr. K. heard the story, he said:—

"Yes, we will take back the pair of Mrs. B., but we cannot allow her \$8.00. We will give her credit only for the same price these shoes are bringing to-day. They are "specials" going at \$2.38."

"Thus you see what fleeting, evanescent, ethereal things prevailing styles in women's shoes are to-day. 'Why,' a Toronto retailer remarked the other day to his wife, who prides herself on being smartly shod:—

"If you bought shoes and wanted to be right down to the minute and could wear out a pair every fortnight, thus giving you twenty-six selections a year, you could not keep up with the styles. Why," he continued, "let me give you an example of Fashion's fleeting frivolities and frolics during the last few weeks. You would have first started off with a Gypsy cut button boot in black kid, and then you would have had to have midnight blue, or bronze kid. Then a combination of velvet and kid, followed by a velvet Gypsy and a velvet high cut bal. Next will probably come an African brown kid button—then the blucher button style, which has developed from the plain Gypsy—and next the twelve-inch white washable kid; and in passing, mind you, I have not referred to Havana brown and Italian blue, and Empire grey and Belgian reds and Allies drab, and other high sounding hues.

"Oh dear, when I think of trying to keep you or any other woman apace with feminine footwear, I like to change my talk. And, just before I gasp, let me say that the latest thing is tops in contrasting colors. For instance, a sand kid upper ten inches in altitude, with wave or fancy cut top and a patent vamp. Then, there are blue velvet vamps and lavender satin tops, and wistaria satin vamps and heliotrope uppers, and dare-devil combinations that would drive a man to drink, were not prohibition sentiment so pronounced and progressive during this stirring war time."



No. 1

CATCHY BACKGROUNDS FOR JANUARY WINDOW

How Merchandise May be Displayed to Advantage—Settings That Are Inexpensive to Build and the Installing of Which Requires Little Effort—The Use of Price and Full Sheet Cards—Tasteful Arrangement of the Goods

By C. S. EDGAR

The keen competition of modern business has made necessary the discarding of the old style "Sale Window." By this is meant the old system of piling large quantities of merchandise, in a haphazard fashion, into the window, placarding the front with a great big cotton sign and letting it go at that.

The present up-to-date method requires that more thought and greater care be exercised in arranging merchandise which is to be offered for sale at reduced prices. Not only must the goods be tastily exhibited, but the display must be set off by a suitable background.

Where Sale Idea is Embodied

Accompanying this article are two sketches showing "settings" designed with this object in view. Neither of them is expensive to build and the installing of one or the other requires little effort.

In sketch 1, we show a design in which the "Sale Idea" is embodied in the background. This setting is built of wall-board on a wooden frame. The box-pillars at each end are only finished on three sides, as the back is out of sight when in position. The arch and circle may be made in one

or more pieces as desired, although the fewer the pieces the easier it will be to put in place. The hangings at the back of the window should be of velour, or what is known as "Window-trimmer's Plush." The ornamentation in this setting consists of a painted design in black and white. Before this is begun the wall-board foundation should be smoothly covered with white paper or felt, on which the painting is to be done. A flat-black paint in either oil or water color may be used. A good black show-card paint will be found to give excellent results for this purpose, if the work is to be done on paper. If felt is used to cover the background, care must be taken not to have the color too thin, as it will be apt to spread outside of the borders of the design if applied too freely. The flower-bowls used in the window are made of wooden chopping-bowls painted white, or gilded, as preferred. White felt should be used to cover the floor.

Appropriate for Sale Purposes

Sketch 2 shows a setting which is suitable for sale purposes and may also be used during the regular business season. This background, being flat, is very appropriate for use

in a shallow window, as it takes up barely three inches of the depth. To make this setting, the back of the window is covered smoothly with white or colored felt. If the background of the window is panelled, it should first be covered with wall-board so as to be perfectly smooth. Next, a large



No. 2

lattice window is built and painted white. Use a quick drying water-paint for this purpose. Before painting set the lattice in place against the felt covered background. Now, with a piece of soft charcoal make a light mark all around the outside of the lattice, close up to the wood. This is to serve as a guide in painting the trees which form the scenic panel seen through the window. Next, remove the lattice and

paint it, as directed. While the paint on the lattice is drying, you can paint the trees. Use a good flat-black paint for this, preferably water-color, as it will dry quicker than oil and not be so apt to run on the felt. The trees should first be sketched with charcoal, then taking very little color on the brush, paint them in, using broad, bold, strokes starting at the trunk and working toward the outside. You will notice that as the strokes approach the outside edges of the foliage they appear a trifle gray, this should be left just as it is, as this makes a transparent effect which is very desirable, and which can be obtained in no other way in black and white work.

The panels at either side of the lattice are made of colored felt, which is glued in place. Two pieces of different colors are required for each panel. They are glued one on top of the other.

Using Plain Price Cards

The question of employing price-cards during sales needs little discussion, as it is well known that their use is absolutely necessary. Plain cards are preferable for sale purposes, though some are successfully used which have the name of the sale printed at the top. No matter what kind, they should be used plentifully. It is also a good idea to use large "full-sheet" cards throughout the store to direct attention to the "very special items" offered in each department. Full-sheet cards may also be used to good advantage in the windows if the space permits.

MAKING JANUARY SHOE SALE REDUCE STOCK

Majority of Retailers Plan to Convert an Otherwise Dull Month Into an Active Business One and Clear Out Odds and Ends in Preparation for New Spring Goods—How it Should be Conducted to Secure Most Satisfactory Results—Views of Those Who Favor Such a Sale and Why Some May be Opposed to an Undertaking of this Character

By G. W. BROCK

With the ushering in of the bright New Year, the thought of the average business man is directed toward stock-taking and reducing his winter accumulation of goods, clearing out odds and ends, stickers and stayers, in order to make room for the bright, clean merchandise of spring.

With the rapid changes in styles, in patterns, leathers, colors, lasts and combination effects, as far as women's footwear is concerned, it would appear that the average dealer who attempts to keep up with the proposition at all, could have a clearance sale every month and still have some out-of-date or dead stock on his hands. Unless there is unmistakable evidence of a reasonably strong and representative demand for a certain style of shoe, the town or small city shoe dealer should go slow on novelty lines.

Of course, the word "novelty" is capable of wide interpretation and may cover many ideas and suggestions. If the dealer handles extreme novelties, he should make a very large profit on the first few sales. For instance, on a dozen lot, the first four pairs disposed of should carry sufficient margin to let him out even if he has to sacrifice the rest at cost.

Why is January Clearance Necessary?

What is it that makes dead stocks? Why is the January sale needed? One retailer will blame it on the frequent change of styles and the heights and depths of fashion, to

which manufacturers of women's lines particularly, ascend and descend. Others attribute the accumulation of stock to the fickleness of the buying public, the pressure exercised by travelers to induce dealers to purchase; the ushering in of good and bad months, created by unseasonable weather; the rush of so many young men to join the militia, etc. The cold, clear fact is, that the January sale is necessary because buying has not been undertaken by you as carefully, discriminatingly and intelligently as it should have been. Unprofitable buying is just as much of a detriment to success in any business as is a too niggardly, hesitating policy or attitude. One cannot have all the right kind of shoes and the correct number of widths and sizes in each last, so that all lines will be cleared out to the last "12th of a dozen," the same as shovels, hoes, pick-axes and wheelbarrows. Remember, footwear is not hardware, although one would think, by the usage which certain reckless and irresponsible customers give the former, that they thought it was.

"Do you hold a January sale, and why?" was the pertinent question put to several retailers, and the varied nature of their replies is illuminating. Here they are: Mr. A—said that he did it because the other fellows in his town had made a custom of doing so for years. Asked if he thought it really necessary, he said not in his case, as he always used bargain tables. "I conduct a January sale, giving 15c. to 20c. discount, because I believe that I get a good deal of

advertising from it, and convert what would otherwise be a dull month after a busy Christmas trade, into a fairly active one. There are always some lines in my stock that are not moving, and this is a fine chance to get rid of such accumulations."

Know that Sales are Genuine

A western dealer, who has been in business 17 years, says that he has held 14 annual January sales, and each is a genuine one taking in the whole stock proposition,—not a cut on a few special lines, obsoletes or leaders. "We give a 20 per cent. discount on everything in the store. Of course, we endeavor to push off odd lines first by displaying them the most prominently, and if they do not move as rapidly as needful, we give still better discounts. We figure that getting rid of old stock during these sales at anything up to 50 per cent. we are not losing, as we might as well give a customer 50 per cent. off at such a period than job some goods later at a discount of 75 per cent. or 80 per cent. We thoroughly advertise the January reduction sale, and as we hold only two during the year, the other being in July,—and make such events widely known, the people have confidence in us and know that our bargains are genuine.

"There are, however, two or three stores in this city that are having sales insistently and since the war, have been using all sorts of military terms in order to attract attention. People lose faith in such flamboyant publicity, because it does not bear the stamp of earnestness and honesty. To have a "Bombardment" sale one month, and a "Big Drive"

sale the next, and an "Entrenchment" sale following, and a "Mobilization" sale, an "Active Service" sale, "Join the Colors" sale, "Patriotic" sale, "Red Cross" sale, and "Never Let the Old Flag Fall" sale, etc., appears to be the acme of folly.

"But of course, you cannot stop some unscrupulous competitors resorting to every means to catch a favorable breeze, and so trimming their "sails" as to scurry along on the wave of passing patronage. And, by the way, I notice that the patronage is passing the door of these fellows who have been shouting too loud and too long. I have not overdrawn this picture in the least. You know that treason often shelters itself behind the flag, and two or three of these fellows are working off ancient, dust-covered and shoddy productions as substantially new goods at reduced prices, and using military and patriotic terms for really fictitious purposes.

"However, if I talk this way you will be of the opinion that I am a grouch. I think that 1916 is going to be the best year in my history and you will hear from me in December next as to the accuracy of my predictions."

Good Windows and Advertising Helps

To hold an effective January sale and make it a success, it is necessary to have an effective bargain window. Suggestions on how to install suitable backgrounds and how to arrange the goods will be found on another page of the *SHOE AND LEATHER JOURNAL*. Posters no doubt help a good deal, as well as neat announcements mailed to patrons in one's "recruiting territory."

"Yes," declared an eastern dealer, "I can make use of a



AN ATTRACTIVE ESTABLISHMENT WHICH SPECIALIZES IN FINE FOOTWEAR

The accompanying picture affords some idea of the attractive nature of the front of the Yale shoe store, Regina, Sask., of which MacDonald & Wray are the proprietors. The store is located at 1860 Scarth street, and is 90 feet deep, being well appointed throughout. The business was established in 1913, with one object, and that was, stocking only high grade shoes, to secure a large share of the fine trade of Regina and tributary towns, which reaches a con-

siderable volume. Messrs. MacDonald & Wray, believing that it is impossible for all stores to carry a sufficiently representative stock of fine and novelty shoes, to satisfy the demand for stylish footwear, saw an excellent opening and took advantage of it. This, combined with the art of perfect fitting and efficient service, is responsible for the satisfactory patronage which the Yale shoe shop now enjoys. The proprietors are energetic and progressive.

good deal of ready money in January and that is why I hold a sale. 'When you are in Rome, you must do as the Romans do,' and there are seven other shoe merchants in this city and as five of them have conducted a January sale for years, I am not going to be an exception. I have always found a number of better class patrons are not averse to accepting a genuine bargain when it is presented. A certain, so-called exclusive and high-class purveyor of costly foot toggery, may affirm that his aristocratic patrons disdain anything that smacks of economy, low prices or saving money—that the mere mention of the word 'bargain' is an offence to their aural and olfactory perceptions, but just the same this veneer is too thin to blind a fellow who is in the game and knows its 'ins and outs' as I do.

"For instance, when in R—the other day, I ran across a shoeman catering to a "strictly high class trade." You would think that he never had a speaking acquaintance with a shoe that costs under four or five dollars, and that the majority of his sales were on seven or eight dollar ranges. We were talking over this January sale question and I was telling him some of my plans, how much I thought I would take in, etc. Then my big-feeling friend declared—with a kind of a drawl in his tone and irony in every glance. 'No, I never resort to such catch-penny-go-as-you-please, take-in-the-public kind of propositions. You know I do not have to do it. Our trade does not demand it, neither does it look for it. I think it gives any store an air of cheapness. My customers are all steady, well-to-do ones and I have practically nothing in the way of left-overs at the end of each year. While the January sale may be necessary to the average shoeman to dispose of stickers and shelf-warmers, I keep a very close eye on all lines and if necessary, cut the price at the proper time, so as to get rid of anything likely to adhere to the shelves too long. Then I pay great attention to my windows. I give them an artistic, distinctive touch that brings me a class of people that the other fellow does not get. No special sales for me—I would not hold one under any conditions. It would undermine the excellent reputation I have and destroy my standing in the community. You know that a store such as I run, with such a select stock and discriminating patronage, does not have to adopt anything like 'sacrifices.' My people are not looking for it. I can count on my connection and clientele as very few other merchants can. Pardon me, but you may think this sounds rather boastful, but I am only telling you what is actually

All Classes Welcome Genuine Bargains

"Well, sir, this fellow's talk, the supercilious chatter of this bumptious specimen of aristocratic shoedom, made me feel like 'giving him one' for he certainly 'got my goat.' I know hanged well that I sell just as good shoes as he does and, while my store may not be quite as much like a French salon or millionaire's drawing room, still the people I cater to are just as good, have just as much money and exercise as much discrimination as they do in this chap's establishment. I have never known, no matter how wealthy patrons may be,—if they recognize that an article is really worth so much and by taking it at such a time they can obtain it at a reduced figure,—but what they will take advantage of the occasion. This is particularly true during war time, when every one is, or should be, exercising thrift, foresight and economy. I have heard chaps like J— talk before, and he almost gives one creeping paralysis. I find that human nature is pretty much the same the world over, but I do dislike any competitor, who arrogates to himself superior virtues, and thinks that he imparts to the trade a dignity and a glory that it is hopeless for any one else to emulate.

"I have a brother who is manager of a shoe department of a large department store in Vancouver. It was during

the slump in 1907, when things were very dull and trade slack, that a sprightly and dapper young fellow, whom we will call Jenkins, blew in one day.

Others Complain, But Oh, No ! Not Us

"How is business?" asked my brother, after they had exchanged preliminary greetings.

"Well," spoke up the plausible and wily representative, "it is first class—never better. You know last month we took in more orders than our factory could turn out and we are sold up for several weeks ahead. I know that some of our competitors are complaining—have laid off a lot of their men and called in several travelers. But to tell you the honest truth, our goods—he was selling rubber heels—are so well established, their registered trade-mark name so widely known, their splendid worth and their excellent quality so thoroughly recognized, that we simply have been flooded with business. Then too, we only open accounts with the very best concerns."

"Here my brother gave a kind of cynical smile when Jenkins spoke up hurriedly, but rather apologetically:—

"Perhaps you think I am giving you a lot of guff, but really I am not. I am telling you the actual truth when I say that we seem to be the exception that proves the rule, and that business with us was never better or as promising as it is at the present time. You see, we put the value in the goods, etc., etc.

"The conversation continued along general lines, when my brother had to go to lunch, stating that he would not be in the city that afternoon. He shook hands with Jenkins before parting. The latter looked rather alarmed and exclaimed in a nervous manner:

"Are you not going to give me an order for a few gross of rubber heels? It is a long time since you have bought any from us. I have several new lines."

"No," declared my brother, "Why should I? We do not exactly need any at present. I thought that you had all the business that you can possibly fill, and anything that we might give you would prove a real embarrassment. I guess we will help some other fellow out who is not so well favored as your firm."

"Then you should have seen Jenkins get down on his launches. He became lowly in spirit and meek in attitude, pleading almost piteously for an order. In fact, his tone and conduct were directly opposite to the self-assurance and fanfaronade of a few minutes ago. He practically admitted that he had been getting off a lot of hot air, that he was a bluffer, etc. But, nevertheless he got no business and went out—I hope, a subdued and wiser creature. Yet there are many so-called 'Jenkinses' to-day. Their balloon floats very high in mid air until it is punctured by a well-directed shot, when it descends like a rocket to Mother Earth. When I hear a fellow talking about the January sale being below and beneath him and his trade, he reminds me of the garrulous and elusive Jenkins, who, I hope, has now joined the aviation corps and is doing business at the front."

A BOUQUET FROM SOUTH AFRICA

Enclosed you will find postal order for another year's subscription to the "Shoe and Leather Journal." We may add that we appreciate the Journal very much and look forward to its arrival twice a month with much interest.

Yours faithfully,

W. SMALE & SON.

East London, South Africa.

STRAIGHT TALK ON THE SUBJECT OF PROFITS

The First Great Essential is to Know What Your Mark-Up, Expense and Net Profit Are—The Certainty of Facts in Place of the Uncertainty of Guess Work—Know What Lines to Push and What to Drop—Some Definite Data for the Shoe Retailer

There has been a mass—I might almost say a mess—of material written on the subject of figuring profits. One can get twisted into a thousand mental knots trying to read some of it. It surely is a knotty problem; but some of the attempted solutions only seem to tie more knots in it. Let us see if we can do some simple straight thinking on the subject this morning.

To start right let's settle on what profit is. One man says profit is the difference between cost and selling price. If an article costs \$8 and sells for \$12, the profit is \$4. True, says another man, but that \$4 is only the gross profit; out of it have to come the expenses and if there is anything left that is net profit.

So then we have two kinds of profit—gross profit and net profit. And since these terms are apt to be confusing I am going to use the term "mark-up" to mean the whole difference between cost and selling price and the term "profit" to mean only what is left of mark-up after expenses of doing business has been deducted.

Thus if a merchant sells goods for \$50,000 that have cost him \$30,000, his mark-up is \$20,000. If his expenses are \$10,000 he has left a profit of \$10,000.

Figures as Represented in Percentage

Now just a word about these figures as expressed in percentage. They can be stated in either one of two ways, both of which are correct. If we use the cost of goods, \$30,000, as the basis, our mark-up of \$20,000 is 66 2-3 per cent., our expense of \$10,000 is 33 1-3 per cent., and our profit of \$10,000 is also 33 1-3 per cent. If we use total sale of goods, \$50,000 as the basis, our mark-up of \$20,000 is 40 per cent., our expense of \$10,000 is 20 per cent. and our profit of \$10,000 is 20 per cent.

While either of these sets of percentage is correct, it would be wrong to mix the two. For, if a merchant should figure on a basis of his past year's sales that his cost of doing business was 20 per cent. and his profit was 20 per cent., making 40 per cent. mark-up, and should then invest \$30,000 in new goods and mark them up only 40 per cent. of \$30,000, which is \$12,000, he would find at the end of the year that after paying expenses of \$10,000 he would only have \$2,000 profit instead of the expected \$10,000. Forty per cent. mark-up based on selling price equals 63 2-3 per cent. based on cost.

Undoubtedly some retailers have erred in marking up goods because of a confusion of the two bases on which percentage may be figured, but I do not believe there is a man in this audience who would make such a mistake. Your problem as I see it is not how much you should mark up your goods, but how to squeeze out a respectable profit between the cost which is fixed by the maker or the jobber and the selling price which is fixed by competition. And that we must admit is some sizable problem in these days of sharp competition and rising costs.

Well, perhaps we can think along the lines of some fundamental facts that will help each one of us solve the problem for his own particular business.

Most Expensive Thing is to Guess

The first great essential is to know, not guess, what your mark-up, expense and profit are. It is a good thing

to know at the end of the year what it has been, but it is better far to know at least each month, and better still, if possible, each week. I make the positive assertion that there is not a merchant whose business is too small to afford a \$10 a week girl if she does nothing else except keep you posted week by week on just what you are doing in the way of making profits. The \$500 you would spend during the year would give you the facts and figures that would enable you to make several times that \$500 in extra profits.

The most expensive thing you can do is to guess. The most profitable thing you can do is to know—and to know all the time as you go along.

What is the most costly thing you handle in your store?

Don't think of the highest priced goods, for that answer is wrong.

The most costly thing you have anything to do with is time—minutes, hours, days, weeks and months. Let us prove this to you.

Suppose my average expense is 20 per cent. of the sale. Suppose I buy a flying machine for \$5,000 to sell for \$10,000. Will I make a profit over my 20 per cent. expense?

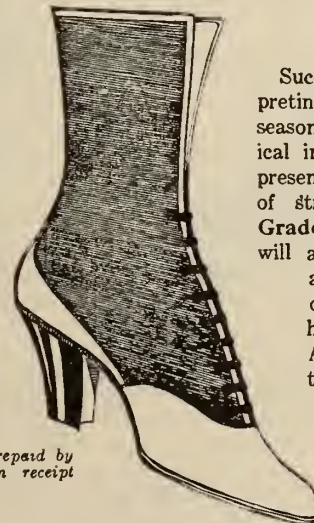
If I sell it within a year, yes? I'll take off \$2,000 for expense and have \$3,000 left for profit.

But suppose it is five years before I sell it? My expenses are 20 per cent. for each one of the five years, or 100 per cent. for the period. I have used up the whole \$10,000 I got for it and am out the \$5,000 I paid for the absurd

A New Fashion—Justly Popular

PLAZA
\$5.50

Black calf vamp; 8 inch black cloth top; close-trimmed sole; backseam, top and front edge faced with black calf leather.



Successfully interpreting fashions for a season of many radical innovations, we present a "Variety" of strictly "High-Grade" Shoes which will add immeasurably to the recognition of this house as **Style Authorities** of the first rank.

Shoes sent prepaid by Parcel Post on receipt of price.

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Regal Boot Shop

556 St. Catherine West.
(Headquarters for Holeproof Hosiery)

A SPLENDIDLY DISPLAYED, INSTRUCTIVE AND ATTRACTIVE
ADVERTISEMENT OF MONTREAL SHOE
ESTABLISHMENT.



Special Values in Ladies' Boots



\$2.75

LADIES' PATENT COLTSKIN BOOTS—New high-cut effects, adapted for short skirts, black cravenette or dull calf tops, button or lace styles, sizes 2 to 7, Special.... 2.75

\$3.00

LADIES' NEW STYLE BUTTON OR LACE BOOTS—Made of fine Patent Kid or light weight Calf Vamps, fine Cloth Tops in the new high-cut effects, sizes 2 to 7, Special..... 3.00

First Quality RUBBERS Only

MOORE'S

The Quality Shoe Store

A NICELY LAID OUT, DIGNIFIED, AND INSTRUCTIVE NEWSPAPER ANNOUNCEMENT BY BARRIE, ONT., SHOE MERCHANT.

piece of merchandise. All because of the time it took to turn my investment into money again.

What Frequency of Turnover Means

Suppose I had bought instead of a flying machine, \$5,000 worth of chewing gum, candy, soda water or anything else that would sell rapidly—in a short time—for only \$7,000. If my expenses were still 20 per cent., or \$1,400, the profit would be only \$600. But if I sold this amount ten times over in a year, I'd get \$6,000 profit out of it.

Do you see how speeding up the time increases the real profit, although the margin is much smaller?

Therein, to my mind, appears the only way to work out a profit where cost of goods and selling price are pretty firmly fixed by causes beyond our control.

We have assumed that 20 per cent. of the sale was the expense of doing business. That figure was obtained by dividing the expense for an entire year, \$10,000, by the sales for the year, \$50,000. I believe that this is a wrong way of figuring the percentage cost of doing business. I believe that it is wrong to use a percentage so obtained to guide the merchant in the conduct of his business. We haven't yet taken into consideration the capital invested. We bought \$30,000 worth of goods during the year, but we may not have had \$30,000 invested in goods at any one time.

Suppose we have an average investment in goods of \$15,000. That would mean on the average we turned our goods over twice during the year. Some of them we turned over only once, others twice, others four times, some ten times.

Goods That Should Stand Greatest Charge

I have shown that we can afford to operate on a smaller make-up where we turn the goods more often. I think we should also charge up a smaller percentage of expense on goods turned more often. Consider this:

The expense for rent, salaries, light, etc., is a daily expense. It should really go on the goods on hand every day.

The goods that stay longest on the shelves should stand the greatest charge for rent. That's what we rent our building for—to hold goods. They should stand the greatest charge for other expenses because it costs more to hold goods and to sell the kind of goods that don't move rapidly.

The ideal way, if it didn't take too much bookkeeping, would be to tax each article so much a day for every day it remains unsold. Then we would get after the goods that were eating themselves up in taxes and if we couldn't move them faster we would have a sale and replace them with goods that did sell rapidly. We ought to figure our yearly expense down to a certain per cent., not of the sale price but of the average inventory and divide by 365 days; then let each article carry that percentage multiplied by the number of days it remained in stock.

To do this with every single article would require altogether too much accounting. It wouldn't pay to get the figures. But we should keep the principle in mind at all times that the small mark-up repeated many times a year may exceed the larger mark-up turned only once a year, when it comes to the profit that we are in business to get.

And we can get near enough figures along this idea that will guide us better than lumped-together yearly figures if we divide the goods we carry into a few general lines. Keep a perpetual inventory of cost and selling price (which in many businesses is simple and practical). Figure separate expenses of each line, rent for instance being proportioned on the display value of the actual space used, and then charge those expenses say monthly, or even weekly, as a percentage of the cost value of the stock on hand.

The Value of Perpetual Inventory

Such perpetual inventory with the accompanying data on the quantity of each article sold, makes a wonderfully valuable guide to proper buying. Merchants who use this plan know to a nicety what the demand will be at any season of the year. Their records of preceding years show just what quantities to contract for and on what dates to specify delivery.

The plan enables a merchant to hold down his investment in any one line to the minimum and to turn his dollars over many times a year. With the lowered investment in present lines he has capital to expend in other lines that help carry his expense load, therefore lower it proportionally and that adds to his profits.

A merchant in Chicago built his business to the point where he averaged a thousand sales a day in a little store forty feet square—a gross business of more than \$200,000 a year.

What His Daily Records Revealed

In this little store he kept a wider variety of goods, and made more real net profit, than most stores with five times his space and ten to fifteen times his capital and expense. The secret of his success was in the small amount of stock which he carried and the frequency with which he turned his capital. He planned to keep just one day's supply of stock on the shelves and in the show cases. Every night his stock was replenished just enough to replace the goods removed by the day's sales. Accurate records for several years enabled this merchant to know almost exactly how much he would sell of every line each day, and to make arrangements in advance for this sale.

He kept a two weeks' supply of each line in his stock room on the fourth floor, where rent cost him very much less than he paid on the first floor. Each night he sent down to the store just enough of each kind of stock for one day's business. By knowing al-

most exactly how much goods he would be able to sell of each line, he was able to make quantity contracts with his jobbers on many lines, at quantity prices, with semi-monthly deliveries and monthly bills. He paid after he sold.

If his records showed, for instance, that he would need 1,000 shoes of a certain size, his order to the jobber or manufacturer would be 1,000 shoes to be delivered in quantities of three dozen every other week.

Every month he got a bill from the manufacturer or jobber for six dozen shoes. But, he had probably sold five dozen of them before the bill came, so he could take the discount with money he had already received from the sale of goods.

He invested \$10 a week in salary for a young woman who gave her whole time to tabulating sales and expense figures.

The report this young woman gave him every day showed not only the number of sales for that day of every line of goods carried, but it also showed a comparison with the preceding day, the same day of the preceding week and the same day of the preceding year.

If you asked him, "How's business?" he would tell you, for his policy was to know. He didn't guess at his figures. It cost him \$10 a week, a sum which would scare some

learned through necessity several valuable lessons in retailing.

With stock worth \$200 the young merchant started in business. His working capital was limited to \$100. The owner of the building loaned him the fixtures. All about him were the price-cutting competitors who had driven his predecessor out of business. Brune realized that he was within the narrow limits of meagre capital and restricted margins. His only way to progress was through small purchases, and quick sales. He dared not buy more than he knew he would sell. Thus the novice in retailing learned in one concrete lesson at least two of the profoundest secrets of modern retailing. He learned to make a few dollars do the work of many by performing simple tasks in merchandising over and over again in the shortest time. He learned that only by selling on narrow margins could he compete at all.

There were the two phases of retailing he became acquainted with first. He was introduced to them by his friend in disguise, "Limited Capital." So he was able to compete; to stay in business; and to prosper. Writing of his earlier experience a short time ago, Brune said: "I found that by this plan I could get farther ahead in one year than merchants doing business in the old way could in five."

Do You Want to Know Why We Are One of the Prosperity Stores?



WE have opened the Wak-In Shoe Store in St. Catharines because we have confidence in the business future of St. Catharines in general and of the East End in particular. We felt that there was a splendid opening for an up-to-date, quality-first shoe store despite the fact that there were already many other shops in this particular line. We felt that owing to our low overhead expenses we could offer the public footwear at extremely moderate figures and that the public would be quick to recognize genuine worth and honest service.

Our expectations have been fully justified judging from the large patronage accorded us during the short time since our opening in September. Our business is growing every day in accord with the growth and prosperity of this, the Garden City of Canada. We will continue to prosper because we have the goods, the quality and the service. "Right Shoes at Right Prices" is our motto and we are living up to it every day.

We have only recently secured the exclusive agency in St. Catharines for the new "Bernice" Shoe for women. We cordially invite your inspection and approval of this, the snappiest and classiest line on the market.

"Wak-In" to the Wak-In any time and we are confident you will walk out with a smile of satisfaction after an inspection of our high-grade lines for men, women and children.



WAK-IN SHOE STORE
295 ST. PAUL STREET



A PROSPERITY ADVERTISEMENT OF NEW ST. CATHARINES, ONT., SHOE HOUSE WHICH IS CHARACTERIZED BY OPTIMISM AND GOOD CHEER. THE DISPLAY IS GOOD AND THE ILLUSTRATIONS CLEAR.

retailers, but it enabled him to do a gross business of \$4,500 a week on a capital that was less than some retailers use to do a business of \$100 a week.

All With Working Capital of \$100

Richard Brune, who has made an unusual record in the grocery business, came to the United States at the age of twelve, unable to read or write English, and with three dollars his total capital. After seven years of hardships, the while he was submerged in the great "melting pot" of American citizenship in the making, the young man went into the grocery business in New Haven, Conn. There he

In less than two years after he had started in business, Brune sold out, worth \$5,000 in cash, and started out to find a larger field. He bought another store in Sawtelle, Cal., a suburb of Los Angeles, where, in four years more—at the age of 25—he owns two stores and is doing an annual business of \$100,000.

All through his experience Brune stuck to the principles he had proved out in his little store. This is the achievement of a twelve year old boy without education, unable to read or write English—proud possessor of three dollars in "coin of the realm."

Down in Norfolk, Va., is a grocer whose success in the

retail grocery business has been more remarkable in many ways than Brune's. For one thing it has been achieved on a larger scale. David Pender went to school only two years. At 13 he started to work in a grocery to help support his widowed mother. For twelve years he plodded on. At twenty-five he possessed not a dollar. To pay his railroad fare from his home in Tarboro, N.C., to Norfolk, he borrowed ten dollars. In Norfolk he found a job. Two years later he managed to get hold of a small store, which he bought without a dollar of his own capital.

Business flourished. From this point the story reads like a page of fiction. In a little more than two years he owned the business free and clear. Then the store was moved into a double storeroom which offered four times the space. Next the rising merchant moved into the down town shopping district. He took a double storeroom, then the room next door, then a fourth, then a fifth. Needing more room, he added a storeroom that fronted in another direction, but adjoined at the rear. Then he utilized every foot of the second story of these buildings. Later he established a department of his business in a four story building across the street from the five-front store. He did this in the face of the severest competition; the target of numerous price-cutting competitors, all bigger than himself.

But Pender applied the basic principles he had discovered when he was the smallest grocer in Norfolk. He had 250 competitors then—the largest enjoying a gross annual business of \$300,000. But Pender steered for the open, and one by one, as the autumn leaves fall, his competitors gave up the race. When the last of them had withdrawn Pender stood supreme. His gross business mounted until, in his sixth year of business, the receipts reached \$385,000. The next year they mounted to \$460,000; then up, they soared to the million dollar mark.

Does Half the Business of the Place

Pender has 250 competitors still; but he is now bigger than all of them combined. He does half the grocery business in Norfolk, and the other 250 divide the other half.

Pender has been in business for himself sixteen years and is only 41 years old. He owns every dollar's worth of the business personally—has never taken outside capital.

So much for the history of Pender's success. That is the superficial part of the story. Underneath lie the well-grounded principles that must underlie every big success in business. Pender expressed the cardinal principles of them all in the three word motto: "Know the truth" about your business.

Amplly backing the Pender slogan of business success is an accounting system that is a marvel of utility, though simple in form. It has grown from a small system that he devised in his first little store. There he had been face to face with competition that demanded small margins of profit and rapid turnover. He faced that competition with practically no working capital.

As the business grew its varied phases were grouped in classifications best handled independently. To-day separate rentals are charged against each department equal to what the space would be worth if it were leased to an outsider. Figures showing the sales, costs and profits are boiled down into comprehensive reports that tell to the fraction of a percentage what each clerk and each department is contributing to the success of the business.

Through comparisons made possible by this boiled-down information, exact conditions are known at all times, and there is no such word as "guess" in the Pender vocabulary.

As a matter of fact there are hundreds of little details in which Pender has departed from the accepted practices of retailing and fitted his procedure to modern conditions.

His business is a remarkable example of the conditions. His business is a remarkable example of the consistent development of practical ideas in merchandising. It reflects the keen business insight of the man who has built what he asserts is the largest home-trade retail grocery business in the United States.

There is just one big secret behind the success of these and other men in the retail field, who have forged way ahead of the average merchant. They substituted the certainty of facts for the uncertainty of guesswork in the conduct of their business. They know what the cost of handling each line of goods is. They know whether to push a line or to drop it and take on another. They know what amount to invest in a line and at what season.

They guide their growing business with the charts of experience, boiled down to comparative figures of costs, selling prices, expenses and profits. Their investment in getting these facts they regard as the most essential investment they make.

They have proved that a comprehensive, yet simple and workable, plan for figuring profits as one goes along is the only hope of making those profits anywhere near as large as they ought to be.—E. A. Walton, before the Retail Association of Pennsylvania.

AN EXPERT IN DECORATIVE LINE

P. C. Smiley is one of the men in the shoe game who is making a success of his work, and puts his whole heart and soul into every effort. An expert window trimmer, he has more than a local reputation in this respect. Mr. Smiley is a native of St. Thomas, Ont., in which city he is now salesman and window dresser for Fred Sutherland, shoe retailer. He was first employed with H. Tallman, who conducted a flourishing footwear establishment in the railroad city, and passed away a few years ago, beginning as parcel boy and Saturday help. His next position was as salesman for Geo. H. Wilkinson, Windsor, he being engaged in the St.



P. C. SMILEY, ST. THOMAS, ONT.

Thomas store for two years. From there he went to his present connection. An evidence of Mr. Smiley's decorative ability and his standing as a window trimmer was exemplified in a recent issue of the SHOE AND LEATHER JOURNAL, when illustrations of the special Christmas trims of Sutherland's Shoe Store were presented.

The Shoe Repair Man

WHEN SHOES SLIP OFF AT THE HEEL

When shoes slip off at the heel, as it is so common with low shoes, a piece of velvet cloth is glued in and still does not hold the shoe from slipping, for the reason that the shoe is loose lengthwise, so that the extreme end of the heel-seat should be padded first to bring the shoe the correct length for the wearer's foot. Oftentimes this padding will be enough to hold the foot in place. Felt would seem to be about the best article to use for that purpose. When the centre spreads out it is then a different story, and I will tell you how one repairer remedied this defect by a quick and efficient method. This consisted in inserting a moulded counter and of gluing same to the shoe, and once dry, of pressing at both sides until well drawn, when a few tacks were applied all around the extending flange at the bottom. By so doing the old counter in the shoe was reshaped and brought back into its original shape once more and the foot was hugged by a set of double counter's, the inside set holding from slipping by friction and the foot was also held from turning in. This is the correct method for overcoming slipping off.

THE MERITS OF RUBBER HEELS

The importance of rubber heels cannot be over-estimated when we stop to think of them as health preservers and life-savers. Rubber heels lessen the jolt incidental to walking, and protect the nerves from the tapping of the heels on pavements, marble floored halls, and even on wooden floors. They prevent slipping on wet pavements on snowy and rainy days and people can descend from car steps without having to fear lest their feet go from under them. There were four persons in the Eastland disaster who owe their lives to the fact that they were wearing rubber heels. The heels prevented them from slipping, and they were able to keep their footing until they reached the starboard rails and climbed onto the side of the boat, where they were rescued.

Put the rubber heel proposition up to your customers in the light of a life and health preserving invention and you will find it profitable. The argument generally has to be used but once on the same customer; when he becomes educated to the merits of rubber heels he becomes a perpetual customer, and this means repeating profits for the shoe repair shop.

ONE CUSTOMER GOT SOAP AND WATER

"R. W. L." writes a bright, breezy letter on novel advertising plans for the shoe repairer to draw more patrons to his shop and on more courteous treatment of customers, particularly children. Here is what he says in the Shoe Repairer:—

"I have promised to write you about our advertising. I think the shoe repair man does not go about it in the right way. First, he puts an ad in some local paper and keeps it there year in and year out till it gets to be an old thing and people don't notice it, and when they want shoes repaired they go to the nearest shop and get them done. What he wants is something new that is different.

"Our shop is known by every boy and girl, man or woman, in town. This is one of our ways of advertising: I got 30 boxes from the shoe factory in our town, sizes 5 to 8 boxes, or boxes that they put 5 to 8 children's shoes in to ship, and we put something useful for the feet in each one. Then we

advertised in the paper and in our window, and told everybody and made some big cards and tacked them up, announcing that on the 17th of August, with every pair of shoes that we repaired, we would give a box with something useful for the feet in it; also if anybody got rubber heels we would attach them for a quarter. Anyway, we made a big fuss about it.

"On the 17th the shoes started to roll in. Well, I didn't know that there were so many people who got their shoes repaired. Railroaders, townspeople and farmers (old, whiskered fellows that I never saw before, and I thought I knew every one). But they each one got a box and when the boxes were all gone, we got some more (say, a farmer is a great man to get all he can for nothing).

"Well, the next day after our advertising started, a boy came in the shop and said that their neighbor told his mother that L. & L. were giving out something useful for the feet and 'What do you think? I got a bottle of water and a cake of soap!'

"After a little while a man was going by and put his head in the door and thanked us for that '2 in 1' shoe polish we gave his son, and so it went. One farmer got a pair of rubber heels (sorry to say there only was one pair in the boxes). The boxes contained shoe strings, insoles, corn plasters, shoe blacking, rubber heels, shoe button-hooks, shoe horns, etc.

"Now everybody that sees me wants to know how the shop is coming out. It paid us good and increased our trade a lot. I will write again and tell you of some more advertising stunts we are going to pull off. We have a good one. You know every boy wants to get a football, and we want shoes, and a man or woman will listen to their children quicker than they will to an advertisement."

HEEL PLATES AND TOE PLATES

Some repairers who are using heel plates, toe plates or circlets claim that such plates or circlets do not hold solidly enough during wear. But they never stop to think that when these do not hold it is due to the cheap, spongy stock on which applied. With an old sole these plates cannot be guaranteed to hold unless rivetted on and that can be done at the toe. The time to apply the plates is immediately after resoling or when a new top lift is applied, as new sole leather will positively hold any plate, although circlets and nails will not hold so positively as plates. The time to apply such protectors is when the leather is new. Plates are even coming into use on brand new shoes—*toe plates* at that. The writer has seen boys' shoes so improved, and the manufacturers say that jobbers and retailers are pleased with this additional talking point in favor of the wearing qualities of the shoes. I have seen plates forced in flush with the leather and that can be done when the leather is wet. I know of a shoemaker who gouges out a space the shape of the plate and thereafter drives in the plate into position, but as before stated, plates can be forced into wet stock.

You read this paper to keep abreast of the strides your business competitors are making. Heed some of our tips and you will be showing your heels to the fellows whose dust you are taking to-day. There never was a business man could not be benefited by a thorough perusal of his trade journal.

FIRE!

That Fire we had in our Cement Factory on December 11th, is not preventing us from shipping

CEMENTS

DRESSINGS

BLACKINGS, Etc.

as we had a sufficient stock in reserve to easily carry us over to the time when our factory will be on regular running schedule again.

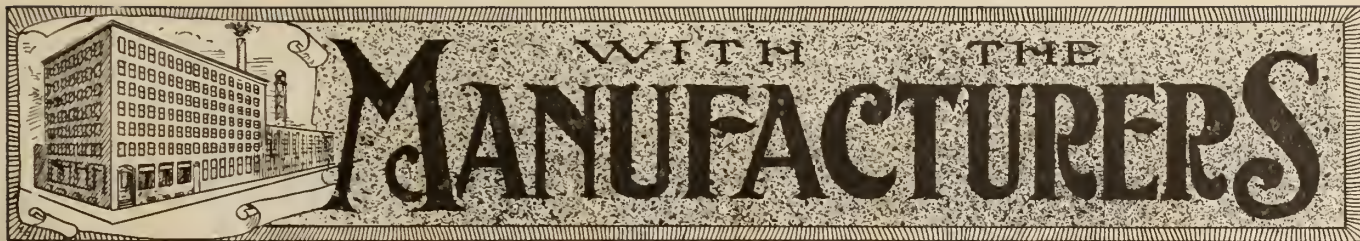
Business **A**s **U**sual

BOSTON **B**LACKING **C**O.

152 McGill Street

-

Montreal, Que.



VOGUE OF MILITARY STYLES

An interesting evidence of the influence of the war on shoe styles for men is illustrated by the marked success which Albert Tetrault, of the Tetrault Shoe Manufacturing Co., Limited, Montreal, states has been theirs with their new military dress boot. Mr. Tetrault stated that their regular heavy military boot in storm calf with viscolized sole had, of course, been put on the market at the time the first order for army shoes was executed, but it was only recently that they found quite a demand for a dress shoe military style, which caused them to market a model with a lighter sole, not waterproofed, in tan calf of a color between brown and mahogany, and with a good tan duck lining, which makes the boot sit up well. The heel is nailed right through. He says that the shoe made an instant hit and that they have received orders for several thousand pairs from different parts of the country.

THE LEATHER INDUSTRY IN BERLIN

Berlin, Ont., became early in its history a leather centre and has maintained its supremacy in certain lines ever since. It boasts to-day the largest and best equipped harness tannery in America and has also a sole leather tannery, whose product is distributed not only all over the continent but across the seas.

The honor of making the first leather in Berlin apparently belongs to the Langs—the Lang tannery being established about the year 1854 by R. Lang, the father of the present operators, the business being run for years as R. Lang & Son. Even twenty years ago its product had a reputation second to none in the country. The plant has been enlarged several times and is now one of the finest laid out and equipped establishments on the continent.

In 1858 the late Louis Breithaupt established a tannery for the production principally of sole leather and from supplying the immediate requirements of the village and neighborhood it soon began to distribute its product more widely until a wholesale business was done entirely.

CANADIAN FOOTWEAR FOR UNITED KINGDOM

Attention has been directed in former issues of the "Weekly Bulletin" to the opportunity afforded for the sale of Canadian-made footwear and leather in the United Kingdom in view of the output of English tanners being diverted to military purposes.

It would now appear that Canadian shoes are reaching the English market and the following paragraph taken from the "Shoe Trades Journal" of recent date, which comments upon the enterprise, has been forwarded to the Department by Mr. Claude Dyer, Acting Trade Commissioner at Leeds.

The paragraph reads as follows: "The Dominion of Canada, having come to our aid so splendidly in the matter of supplying troops for the present war, as she did during the Boer war, is now anxious to supply us with shoes, having learned that we wanted them for the men who were or were not fighting, and for the womenkind left at home. We have seen this week a splendid collection of shoes made in

Canada that will fit the requirements of the British people until that people can supply itself. They are sound, solid goods, not, perhaps, quite the style we want, but this is a detail. We can easily blend our wants with our ideals by subordinating the latter.

"Years ago the United States sold us shoes. Some time after we sold the United States shoes. But Canada made few shoes in relationship to her population, she bought them from the United States. She learned the lesson as we did, and to-day Canada is putting upon the market a shoe for British consumption which is the nearest substitute we have ever seen. Our only wish is that she should specialize in leather as well, because, when this war is over, there is scope in this trade for the English-speaking race and for France and Russia."

PROMINENT LEATHER MAN SUDDENLY CALLED

With startling suddenness Ald. S. Morley Wickett, managing director of Wickett & Craig, Limited, leather manufacturers, Toronto, died at the National Club, Toronto, at midnight on December 7th, where he had partaken of dinner with several old Varsity classmates who were planning to send Christmas parcels to some members of the class now serving in Europe. During the evening Ald. Wickett appeared to be in his usual good health, but later complained of a pain in his chest. He retired for a short while but soon



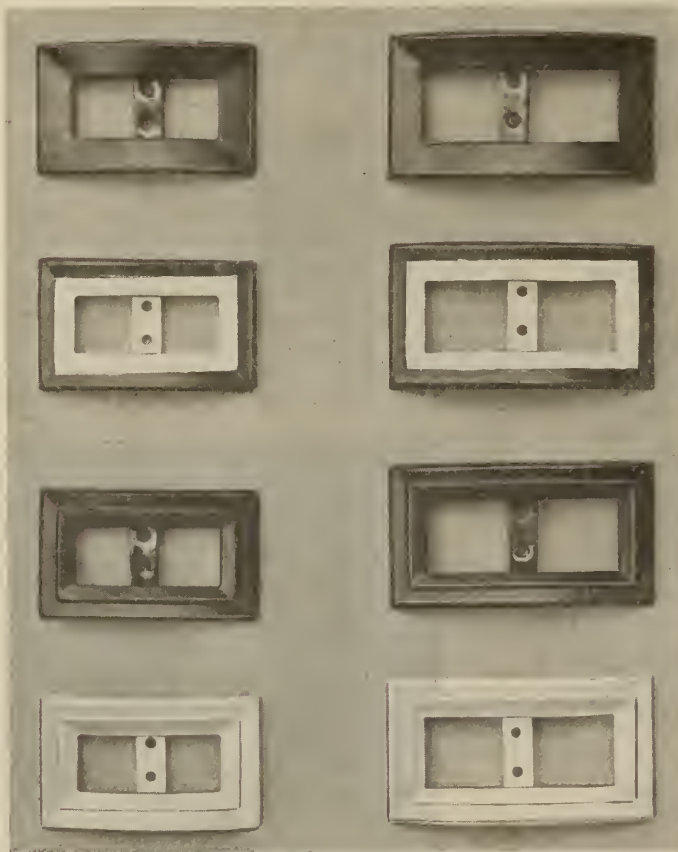
THE LATE S. MORLEY WICKETT, TORONTO

returned to the sitting room, where he conversed for some time. All at once he dropped to the floor and, although medical attention was hastily summoned, Ald. Wickett had passed away. Heart failure was the cause of his demise.

He was a son of S. R. Wickett, senior partner of the firm of Wickett & Craig, who is chief adviser on military boots for the Dominion Government. Born in Brooklin, Ont., in 1872, the deceased graduated from the University of Toronto in 1894. He afterwards studied at Leipsic University, where he received the degree of Ph. D., and later took courses in the Universities of Paris, Berlin, Vienna and Cambridge.

Silk and Cotton Bows and Metal Ornaments

manufactured in Montreal by me, at prices which are interesting. Samples submitted on demand.



5¼c. to 7¾c. per pair.

Columbia Fiber Counters

Every pair is guaranteed. These counters are made in every shape and mould.

Gowdy Felt Box Toes

They never leak, and are always clean. They can be used in colored shoes without staining.

Metal Shoe Hooks

In all shapes and sizes. Can save you about 25 per cent. on this article.

Shoe Buttons

In all shapes and sizes; in all colors carried in stock ready to ship.

G. J. TRUDEAU

365 Ontario St. East, MONTREAL

He was a MacKenzie Fellow in political science at Toronto University from 1897 to 1899 and was a lecturer on political economy from 1898 to 1905. In the former year he was President of the University Literary and Scientific Club. Dr. Wickett severed his active connection with the University to become associated with the leather industry and in his business career showed splendid judgment, administrative ability and executive powers. He took an active interest in all that pertained to the welfare and expansion of the trade, and in 1914 was Chairman of the Tanners' Section of the Toronto Board of Trade. He was also a former Vice-President of the Canadian Club and a member of the Executive of the Canadian Manufacturers' Association, which body sent him to the Yukon some years ago to study trade conditions. Later he was despatched by the Dominion Government to Alaska to investigate business possibilities.

Dr. Wickett had been one of the representatives in the Toronto city council for Ward two for three years, and each term headed the polls. A strong advocate of reform in the fiscal policy of the city, he made a close study of transportation problems and civic finances. Adopting an independent course, he took a fair and firm stand on all questions, irrespective of personal or party considerations. He was not one who played to the gallery and, in his municipal career, brought to bear on every phase of civic life, clear thought and a well trained mind. He enriched municipal representation by his worth and character, and, in the leather trade, was one of the most promising and respected among the younger members, who deeply mourn his passing. Dr. Wickett leaves a wife and two children. In religion he was a Methodist and in politics an Independent.

RECORD ORDER HANDLED BY J. A. SCOTT

The Montreal branch of J. A. Scott, Quebec, under the management of W. A. Lane, are putting through one of the largest orders ever given in the Canadian shoe trade for tan kid. They accepted an order for 250,000 feet, approximately three thousand dozen, on November 11th, and guaranteed delivery by first of January, making the first delivery of over 800 dozen November 21st. This large order of kid was for use in army shoes and was placed by two concerns in Montreal and one in Quebec. Shoe manufacturers knowing the scarcity of this stock and the particular difficulty of securing immediate delivery of even small orders, will be rather surprised at Mr. Lane's success. He is to be congratulated on getting it through not only promptly, but at a price satisfactory to the buyers.

HAS SILK LACES IN ALL WIDTHS

Paul Roy, Montreal, who represents J. Einstein Inc., New York, has just received samples of silk laces in all widths and shades, which his principals are manufacturing and will now be sold in Canada. He is also showing samples of silk and mercerized braids and ribbons for shoe manufacturers.

MAKING LIFE'S WALK A DELIGHT

To walk 5½ miles a day every day in the year, for two years and still wear the same pair of shoes, is a double tribute—to the activity of the owner, and the durability of the footwear. Yet this is the record of A. A. Matthews, 15 Terrace Hill street, Brantford, Ont. Mr. Matthews says that he has had two half soles put on the shoes and had them re-heeled a couple of times, but the uppers have not a break in them, showing the splendid character of the stock. In connection with the 4,000 miles covered (this is the distance which Mr. Matthews has actually traversed to and from his work), he remarks that he could add an-

other five miles each day, for he walks considerably in visiting the various departments of the establishment. He is on his feet about 11½ hours daily, so one can understand that the shoes have no light usage. Mr. Matthews voluntarily sent the foregoing facts to J. & T. Bell, Limited, of Montreal, makers of the Dr. A. Reed Cushion Sole (for this is the brand of boot which the Brantford resident has worn with such satisfaction and service).

LOWEST MARKET NOT THE CHEAPEST

Dr. Harvey W. Wiley told in an address in Washington a story which runs as follows:

"There was a man," he said, "who manufactured so-called silver spoons. A dealer bought largely from him, but was always clamoring for a lower price. 'But I can't lower the price,' the manufacturer would say, 'unless I put in more lead!'"

"All right—more lead by all means,' thus the dealer would reply.

"The other week the dealer wired that he would take an enormous consignment if the price were cut another 10 per cent.

"I can't cut the price another penny,' the manufacturer wired back.

"Put in more lead,' wired the dealer.

"Impossible,' was the manufacturer's reply. 'Last lot I shipped you were ALL LEAD.'"

And so it is with some people. They are constant y clamoring for a lower price, forcing the shoe manufacturer to put in "more lead." When you beat the manufacturer down in price you force him to sell you inferior goods. The most successful purchasing agents know the lowest market is not the cheapest.

MORE ATTENTION TO SOCK LINING

Opinions have been expressed that the McKay shoe should be more popular in the field occupied by low priced welters; but the writer believes that these opinions lose sight of the fact that the man with \$2.50 to \$3.50 to invest in a pair of shoes wants just as much comfort in his shoes while he wears them as the man gets who pays \$5 to \$7.

Anyone who has worn Goodyear welt shoes and knows the smooth condition of the insole and the comfort resulting therefrom will generally stick to them. If a man must economize in the price of shoes, he would rather take an-



THE TANNERY OF C. S. HYMAN & CO. LONDON, ONT.

"REECE RAPID" BUTTON HOLE MACHINE LEADS THE WORLD

Shoe Manufacturers wanting a button hole machine that is speedy, economical and substantial; one that will make a perfect barred button hole and not an imitation bar, will do well to examine this model.

It Is Built To Wear— Seldom Needs Adjusting

Runs equally well with silk, cotton or mercerized thread. Reduce your costs by installing one.

THOS. C. DOYLE (Reg.)
71 St. Alexander St.

SOLE DISTRIBUTOR
FOR CANADA
MONTREAL

ferior selection of upper and sole-leather, than to take an inferior construction or less comfortable shoes.

Perhaps, if the McKay manufacturers had paid more attention to sock lining conditions, they might have retained a larger proportion of medium priced shoes. This, apparently, they have not done, and the result is that the percentage of welt shoes is gaining.

The McKay shoe has tacks and nails in the insoles from the McKay lasting and sole laying, and it also has thread and wax. Now, these conditions are not conducive to foot comfort. As the shoes are worn perspiration from the foot coming in contact with the acids in the insole stock produces corrosion around the nails and tacks, loosens them up, and of course, causes discomfort to the wearer.

If McKay shoes are to gain in percentage of output, as seems hardly probable to the writer, they must be made better, and one way of making them better is to use better sock linings and to put them in in a more enduring way. After all, the condition will not be as good as it is in the welt shoe, and to make the condition inside of the McKay shoe as good as possible will cost some money, and perhaps this is the principal reason why it has not been done.—Superintendent and Foreman.

PROPER USE OF SPARE TIME

The evolution of modern shoemaking during the lifetime of many shoemakers now living, has so greatly diminished the range of experience of ordinary workers in shoe factories that few have any chance in working hours to learn even theoretically many of the details, unless they aim to do all they possibly can in their spare time in the factory, in their homes, or in association with workers in branches other than the one they are daily engaged in.

Promotion comes only to those who well understand other parts than the one they work at every day.

The first steps in advance within easy reach lie in the study of the Standard Technical Books and various issues of the shoe trade journals; attending shoe trade evening schools; conversation with experts on certain parts of shoemaking at the time that part is being especially studied—one line at a time being more advantageous than a mixture of details. Ask questions of trade journals and as a foundation do your part of the work in the factory in such a way as to insure the good will of your foreman.

FATE DEPENDS ON PAIR OF BOOTS

The fate of Joseph Sauvageau, now on trial in the Court of Special Sessions, Montreal, on a charge of theft, hinges on a pair of boots he wore at the time of his arrest, but which disappeared mysteriously since. Judge Bazin recently adjourned the trial to enable the police to look for the footwear.

The complainant is Hall Dunlop, who has a shoe repairing shop at 366 Rachel street, Montreal. Somebody broke into the place and stole a number of pairs of boots, including one left by Sauvageau to be mended. About a week after the robbery, Dunlop says, Sauvageau came around and asked for his boots, demanding \$5 if they were not returned to him. Two days later Dunlop met Sauvageau on the street, and the complainant says the man was wearing the very pair of boots that had disappeared from the store.

Sauvageau was arrested on a warrant, and at that time was still wearing the boots, which were of the button variety, with cloth tops and rubber heels. When he appeared in Arraignment Court next morning, however, after a night spent in the cells, he had on a heavy pair of lace boots. The theory is that Sauvageau changed boots with somebody while in the prison van on the way to the court.

A STEP HIGHER IN MEN'S FINE SHOES

There has been considerable comment in both manufacturing and retail circles throughout the country in the past couple of months on the action of a prominent manufacturer of men's shoes in making this year the occasion for the marketing of a new high priced men's welt. The substance of the discussion is that a live retailer can sell and sell at a profit the very best shoes in these times if he goes about it in the right way.

J. D. Palmer, president of the Hartt Boot & Shoe Co., Ltd., Fredericton, N.B., the concern making this line, when requested to state their reasons for choosing this time to market their new Gold Medal Line, had this to say:—

One of our ideas in putting this line on the market was to enable ourselves to say without fear of contradiction that there is no better shoe being made in any factory on this continent. As a matter of fact there are a very limited number of factories in United States who are even pretending to make a line of equal quality. Our idea in introducing the line to the Canadian trade at this time was to switch to our factory a considerable share of the business in higher priced men's shoes that had been going previously to American factories. Our study of this question led us to believe that this business was available for a Canadian factory if it were enterprising enough to market a shoe sufficiently high in quality. We thought the venture worth a trial, and have been more than pleased with the success we have had. We have done more business in this grade than we had any reason to think we would do for the first season. Our shoe is made to retail at an average price of about \$8.00 per pair. The same grade shoe imported would have to retail at at least \$10.00 per pair. We realize that there might be better times to introduce a new line of this nature, but orders we have received have more than justified us in our belief that a good shoe in the hands of a progressive retailer could be sold quite successfully be times good, bad or indifferent.

FIRE DOES NOT STOP BUSINESS

Wm. Linklater, sales-manager of the Boston Blacking Co., Montreal, advises the SHOE AND LEATHER JOURNAL that the fire which occurred in their plant on Cabot Ave., Cote St. Paul, Montreal, Dec. 11th, has not had serious results. Mr. Linklater stated that their cements, dressings, and blackings, and other shoe manufacturers' supplies are being shipped as usual, as the company had a large reserve stock for emergency use. The section of the plant which was burnt is being rapidly reconstructed, and there will be no interference with the regular business of the company.

KEEPING DOWN THE OVERHEAD COST

"How do we sell shoes so cheap—how do we make men's welts of all calf leather, everything solid, for \$2.60, while our highest figure is \$3.15 for any style and on any last? Well, we have never scamped a shoe—we have always maintained a certain standard. And how do we do it?" remarked a leading footwear manufacturer the other day. "We have an output of about 1,200 pairs a day, and could expand much more rapidly, but we have all the business we can take care of. When I tell you we turn over nearly one million dollars a year in volume, you will understand why we are able to produce such good shoes so economically.

"In the first place, I am a practical shoe manufacturer, and am not above going out and selling some lines myself. I thus market enough goods to keep down the overhead charges and earn my salary based on commission alone. There are no fellows sitting around here holding high-sounding positions—discharging functional duties, looking sapient and serious, and yet really accomplishing or producing

nothing except lending their presence to the place and perhaps a certain amount of dignity. All such "adjuncts" eat up money and a great deal of it. Then, I have not a large number of stock holders. My brother-in-law has a few shares, but I hold the controlling interest. My brother-in-law is not only the superintendent of the plant, but also the buyer, and being close to the sources of all supply, goes down to Boston and New York quite frequently and makes advantageous purchases of leather and findings. We do not wait to contract for so many dozen, at such a figure but corral as much as we possibly can for the future, when we know we are likely to require a certain line.

"We have enough leather stored in our stock room to last us for the better portion of next season. I told you that we do a million dollars' worth of business a year, and yet what do you suppose my office expenses are? And all invoices and drafts go out promptly and correctly. I am neither a tight-wad, nor an ingrate, and my staff transacts all the business and my wage bill for bookkeeper, accountant, cashier, and stenographer is only \$62.50 per week. I want to know, can you beat it?"

"Our business affairs are in good shape—our accounts are well looked after—we meet our obligations readily—our orders are delivered on time, and we endeavor to use everybody right. The reason we can sell goods so economically and are able to compete so satisfactorily with others, giving better quality for less money, is that every one around this establishment is a worker. There are no decorations, no sinecures, and no gratuities other than the good hard-earned cash paid over for service, thought and effort.

"There, you will think that I am boasting, but I must tell you, that while competitors have at times, produced as good a looking shoe as ours, we have never resorted to the use of side leather or imperfect materials of any kind. No shoddy enters our shoes—no leather board, fibre board or other productions under specious sounding names. Our shoes are leather all through and through.

"When I cease manufacturing, and lay down my work for somebody else to take up, I want it said of me that my reputation was unstained, that my word was as good as my bond, and that the shoes I turned out were of honest value and solid worth. What better legacy can one leave to his successor than the record of an unsullied name, the memory of a life work nobly performed, associated with a reliable product that has always stood foremost. These things I count more than great riches, spectacular charity, bronze monuments or carved tablets."



TWO POPULAR STYLES TEN INCHES HIGH WITH LIGHT CUBAN HEELS. THE BAL ON THE LEFT IS A GLAZED KID AND ON THE RIGHT IS A BROWN VELVET BUTTON. THE LATEST TENDENCY IS TOWARD VERY HIGH CUTS, NINE TO TWELVE INCHES, SOME MANUFACTURERS SHOWING THE WAVE AND HUSSAR CUT TOPS.

A BUSINESS BUILDER FOR HIS FIRM

J. A. McKenzie, manager of the Victoria branch of the Canadian Consolidated Rubber Co., is a young man of athletic build, active mind and energetic disposition. He knows how to play golf, is a Mystic Shriner and a Rotarian, and takes a keen interest in all athletics. Born and educated in Carberry, Man., he made his first step in earn-



J. A. MCKENZIE, VICTORIA, B.C.

ing a living by delivering groceries for a retail store. A few years later he went to Winnipeg, where, for some time, he was connected with a widely known wholesale house. Nine years ago, Mr. McKenzie became identified with the Canadian Rubber Co., at Vancouver, and in 1907 joined the Victoria branch of that firm, now the Canadian Consolidated Rubber Co., which position he still fills with ability and success. He has the art of making and retaining friends, in both his business and social relations.

LISTOWEL MAY GET SHOE FACTORY

The ratepayers of Listowel, Ont., will vote on a by-law on January 3rd, to aid a new shoe industry in that town. It is proposed to give the company a free site, exemption from taxes for ten years, except school and local improvement taxes, and a loan of \$12,000 for the term of 14 years, at 6% interest—the money to be payable as follows: \$4,000 when the roof complete is on; \$6,000 when the building is equipped with machinery, and \$2,000 two months after. The parties forming the company are H. B. Morphy, F. W. Hay, A. H. Hawkins, J. W. Bernie and J. S. Gee, all of whom are local business men, and well and favorably known to the community. The company promise to employ by the end of the first year, 40 hands, and thereafter 60 hands, and agree to erect a building, 80 feet by 50, two storeys in height, with basement; and to equip the same with machinery for the manufacture of shoes, etc.

RETAILERS VISIT NEW SHOE PLANT

The new and well equipped factory of the Canadian Footwear Co. at Pointe Aux Trembles, was visited recently by a large number of Montreal shoe merchants. The

guests were warmly welcomed and spent some time going through every part of the plant, which is a large and interesting one. The building is four storeys high, well heated and splendidly lighted. The facilities for shipment are excellent, sidings being right up to the door. The first floor is given over to the offices and stock department, the second to the finishing and packing, the third to the making, while the cutting and fitting rooms are on the fourth floor. Adolph Lecours, managing director of the company, extended a cordial welcome to the visitors and told of the splendid progress that had been made. Their line of women's, misses' and children's McKays was meeting with a ready acceptance from the trade. All preliminary troubles had been overcome, and everything was now running smoothly, while the future was full of promise. L. E. Gauthier, president of the company, and Mayor Versailles of Montreal East, also spoke briefly. Included in the visitors were a number of representatives from the United Shoe Machinery Co., leather merchants and members of Montreal shoe manufacturing firms.

TWO SONS ENLIST FOR CAUSE OF EMPIRE

Two sons of J. A. McLaren, of McLaren & Dallas, wholesale shoes, Toronto, are doing their bit to uphold the honor and glory of British arms. They are William H. and John F. The former was one of the managers of McLaren's, Limited, Hamilton, previous to enlisting, and is now a member of the 19th Battalion, of which Lieut.-Col. J. I. McLaren, formerly mayor of Hamilton, is commanding



LIEUT. WM. H. AND LIEUT. J. F. McLAREN, SONS OF J. A. McLAREN, TORONTO, WHO ARE NOW ON ACTIVE SERVICE.

officer. Lieut. McLaren was a member of "D" Company, 91st Highlanders, and is now "somewhere in France," contributing his share to the triumph of the cause, which he has so much at heart. Lieut. John F. McLaren was connected with the wholesale shoe house of his father until recently. An officer in the Queen's Own, he is now a member of the 58th Battalion, which is at present in training in England, preparatory to entering upon active work in the trenches. The commanding officer is Lieut. Col. Jenet, of Brantford. Both boys have always taken a deep interest in military affairs, being enthusiastic, energetic officers.

HOW SHOEMAN GOT DROP ON TRAVELERS

He Had Been Relating Some Imaginative Tales When Two Drummers Jollied Him Into Procuring An Electric Sign as the One Thing Needed to Make His Establishment Complete—He Took Them at their Word and their Firms had to Whack Up for the Decoration—A Lane that had a Sudden Turn

By JAMES C. LEE

The age of romance is not over. We are told that the world to-day needs imagination. The average citizen, if he expects to scale pinnacles of fame must have a bright outlook and a vivid mind.

He must, in his mental eye, see great things to be accomplished and vast undertakings to be carried out. We hear of the saving grace of humor to relieve serious and sober aspects, and impart an even quantum to human affairs and their daily relations.

Now, when it comes to business matters, the shoe merchant who can only see each day's receipts, who cannot look further than the time when he locks the front door or peer beyond the top shelf in his shop, is certainly lacking in poise and purpose.

He must dream dreams and paint mental pictures, and visualize himself as a man catering to the best class of trade, with the most select stock, the very latest novelties, the most superb service and the greatest volume of business. This is what trade journals have preached and travelers have proclaimed and efficiency experts have enunciated. Without imagination we can do nothing. We cannot make ourselves or our business great. But, on the other hand, perhaps some of us have too large imaginations. There is too much of the romancing and the mythical in our make up. We love prevarication, exaggeration and adulation. To some, such qualities come naturally; with others, perhaps they may be acquired.

Always on the Mountain Top

Ennis lives in a western Canada burg which shall be nameless. He is always in good humor, never down-hearted, fond of companionship and prone to talk on his achievements. He has so much imagination that the cruel, hard things of life never jar his diaphragm or rasp his finer sensibilities. He was in a smoking car, returning to his city with a few shoe travelers, on a recent Friday night. One of them, Dilman, was an excellent "kiddier" and pretended to be a personal friend of Ennis, who did not realize that he was evidently being "strung." Led on by Dilman, the irrepressible Ennis gradually warmed up. As he started relating his experiences, the company of five friends grew more interested and appreciative.

"Yes, sir," said Ennis, "I believe that I sell more rubber heels than all the other shoe dealers in P—. Do you know that I carry such a heavy stock in that lean-to of mine at the back, that the foundation actually sank four inches from the weight of the goods."

"You don't say so," exclaimed Dilman, with well feigned incredibility.

"Yes, sir," remarked the enthusiastic Ennis, "and I am giving you no fairy story either."

"How has trade been?" asked Barr, another knight of the road.

"Fine, could not have been better," said the imaginative shoe retailer. "Why, last Saturday we had the best day during the whole year, and we closed up early, too."

"How early?" was the query.

"Oh, we got through about half past one or a quarter to two."

"In the afternoon?"

"No, on Sunday morning."

"Why, that is against the law."

"Can't help it," asserted the loquacious Ennis, "we could not possibly get through earlier. Why the people came in droves to our establishment, and kept coming, and it was nearly 2 o'clock on Sunday morning before the last man was fitted and out of the shop. Mind you, sometimes we have to keep open until four or five o'clock before we get through."

Paying Fine to Do Sunday Selling

"Well," declared Barr, "don't you have to pay a fine?"

"Oh, yes," calmly responded Ennis, "but it is cheaper for me to whack up a fiver and keep open to oblige the public, than it is to close up and disappoint so many people. Of course, the police know I cannot get through my business before 12 o'clock on Saturday night, and so a fine is chalked up against me at the City Hall every week, and I go down once a month and settle up."

A Retailers' Association was formed in P— and fully 95% of the shoemen joined. The best ones in the trade were elected to office, but Ennis did not see fit to cast

REMEMBER THAT BOY AT THE FRONT

and send him a pair of these packs.



16-inch top;
sewed soles

\$10



14-inch top;
nailed soles

8.50

There is nothing you can send to a soldier in the trenches that he will appreciate like a pair of GENDRON'S "PEN-ETANG" SHOE PACKS. They are absolutely waterproof, being the only leather footwear that will keep out snow water.

**THEY ARE LIGHT, WARM AND COMFORTABLE.
IF YOU HAVE A FRIEND IN THE TRENCHES SEND HIM A PAIR NOW.**

I MAIL SHOES FREE
Write for "English K" and "Special Footwear" Catalogues.

WOOD

The Shoe Specialist
160 Cordova St. W.

A TIMELY, APPROPRIATE AND WELL PREPARED ADVERTISEMENT OF LIVE VANCOUVER FIRM.

in his lot with them. One day, one of his fellow business men remarked, with a twinkle in his eye (which, however, Ennis did not detect)—that it was too bad that he (Ennis) was not down at the meeting,—so many dealers were making inquiries regarding him, wondering why he did not turn up, and feared the Association would go to smithereens unless he lent it his encouragement and assistance.

"Oh, well," said the self-consequential Ennis, "when they get some real shoemen there, perhaps I will think of joining them, but at present I have no time to bother with a lot of unknowns and has-beens."

When You Have Stock in the Company

On another occasion Ennis had the Remlar brand of footwear displayed in his windows. He was standing near the front of his shop, when a traveler came along and remarked to a friend, in a voice which he knew Ennis would hear:—

"I do not see how this fellow can sell shoes so cheap. Why, he has these lines ticketed at practically less than other retailers can buy them for."

"Oh, that is easy enough," spoke up the ubiquitous proprietor, as he sauntered over to the window, "you see I have several thousand dollars worth of stock in the company. Being a shareholder, of course I can buy to very much better advantage than the other fellows up the street, who are mere pikers as compared with me. I withdrew my holdings the other day and am going to put them in a new concern. I do not say how much stock I am going to get, but I will tell you this. I had \$7,000 in the bank the other day and now I have only \$23, and you can draw your own conclusions, boys, as to what I have done with the collateral."

The picture, however, has its reverse side, and although Ennis is full of fabrication and egoism, and is an adept in imagery, he is not so slow as some might think he is. Occasionally the "biter gets bit," and a good story is told of how two widely known travelers called upon Ennis on one occasion, complimenting him on the spaciousness and beauty of his premises. They incidentally remarked that, occupying such a convenient corner, he should have an electric sign. For once Ennis admitted that he could not afford it—just then.

"That don't make any difference," quoth Watkins, "erect one anyway."

"Yes," said Nier, who represented a well-known line of women's shoes, "you surely should have something there to brighten up such a busy street intersection."

Electric Shield for which the Firms Paid

Watkins represented the Poco line of shoes, and Nier, the Roylat range. They "kidded" Ennis along, or at least thought they did, by telling him how much more business he would do when an electric sign in the form of a huge shield appeared at his entrance, and by all means to get one. To the d— with the question of cost. They never believed for a moment that their remarks would be interpreted literally, but judge of their surprise, some three months later, when Ennis had an electric announcement, large and lustrous, "Poco shoes for men" and "Roylat footwear for women"—"Sold Here."

This dazzling reminder extended over the sidewalk about five feet. Its brilliance blinded all. The cost was \$60, and imagine the surprise of Watkins and Nier, when their respective firms were billed for \$30 each. Of course, the Poco shoe people and the Roylat Manufacturing Co. immediately repudiated such a claim, contending that they had nothing whatever to do with it. Ennis replied that they were responsible, and unless they each paid an equal share for the elec-

tric thriller, he would not settle for goods which he had recently bought from them.

"How do you connect us up with this matter?" wrote Ardley, president of Roylat Co.

"Why, your traveler told me to put it up—said that it was just what I needed, and to hang with the expense," came the reply, "so I took him at his word and carried out his instructions." Sure enough, whether Ennis was bluffing, or not, he erected an electric sign as he had been told. The shoe firms had to pay for the same before they could place any more goods on the shelves of the "imaginative" retailer, who was not such a d— fool in this instance as the twain of drummers supposed.

SHOEMAN SENDS GREETINGS FROM FRANCE

Editor, SHOE AND LEATHER JOURNAL:

Sir,—Although the weather is wintry, very cold and muddy and wet, we are all O.K. Everything is looking more than favorable, with the artillery constantly pouring over the shells on the Huns' lines, making one continual rumble and deafening noise. After hearing from several of my dear friends, all telling of the better conditions of business, especially in my own game (shoes), I would like to express my wishes through the medium of your journal for a Merry Christmas and a Happy New Year to my shoe acquaintances and to the SHOE AND LEATHER JOURNAL, which is always boosting the Canadian shoes. I seemed to have established a reputation on talks of footwear while under fire in the trenches, dugouts or at rest camp, with interrupting others; hence this piece of poetry was handed to me from one of my spring poet friends, who became slightly effected by a mild change in the wintry weather had an inspiration, but got it mixed up with one of my talks on shoes. The following is the result:—

WAR AND SHOES

A nine-point-two let loose a roar,
Our hearts towards our throat began to soar,
The loud clear voice ne'er ceased to ring,
The Goodyear Welt is just the thing.

A shrapnel rent the sky o'er head,
We thought for sure we all were dead,
The voice continued loud and clear,
Leckie's are good, but rather dear.

A whiz-bang blew our dugout in,
Tearing things up with a fearful din.
We all came out without a bruise;
And Mac continued his talk on shoes.

Give us the shoe with a lasting last,
And a shape that has others far surpassed
With a heel and sole that will help us walk,
Then we'll listen forever to your shoe talks.

Thanking you for inserting this rhyme and wishing you continued prosperity during the coming year, I remain,

Yours respectfully,

R. B. MACPHERSON.

"Somewhere in France."

W. D. Hobson, shoe retailer, and a former Mayor of Woodstock, Ont., lectured recently before the Royal Canadian Institute in Toronto on "Song Birds of Ontario and Their Economic Value." For years Mr. Hobson had made a hobby of ornithology and had delivered addresses in many parts of the province.

NEWSY HAPPENINGS FROM OLD QUEBEC

Among the visitors in the city recently were L. S. Odell, of Montreal; Chas. F. Hemenway, of Smith, Hemenway Co., New York; H. C. Parker, of Parker, Irwin, Ltd., Montreal; A. Isseman, of Walpole Rubber Co., Montreal; Alf. Bernier, of Bernier & Bernier, Lotbiniere; J. D. Wood, of Cotton Threads, Ltd., Montreal; and Geo. A. Slater, Montreal.

Ed. Guimond, formerly foreman in the finishing room of Duchaine & Perkins, has taken a position in La Cie des Cuirs et Chaussures, Plessisville, in the same department. This company are organizing a Goodyear plant to work on Army shoes. This concern is growing very fast, the capacity of the factory being 100 cases. E. Fournier, the manager, is an energetic and go-ahead business man, and under his direction the prospects are very bright.

Dugal & Matte are installing a new 60 h.p. engine in their tannery.

Albert Racine, tanner, has installed a new press and is now in a position to fill orders. He recently took an order for 10,000 horse sides, to be made in boxed leather. The hands in his employ are working day and night.

Legace & Lepinay have installed another lasting machine to assist in filling orders. They expect to make ten cases a day.

Louis Guay, of J. Guay & Fils, was seriously injured by a splitting machine, having three fingers badly crushed.

Alf. Maranda, formerly shoe manufacturer of this city, died recently, and was buried in St. Sauveur cemetery. Many friends will regret to hear of his passing.

R. Richard has opened a shank factory at Les Saules, Que., where a specialty will be made in the manufacture of steel and board shanks. It is expected that good orders will be booked from Quebec and Montreal.

The leather business is not very brisk, on account of the scarcity of dyes and raw materials, Especially on goat skins is the demand exceeding the supply. Recently a tanner, now out of business, sold a keg of black aniline (the price of which before the war, was \$60) for \$1,200.

Cotton has made a jump of two cents a yard in one week. Shoe laces cannot be obtained at any reasonable price, and if the demand for these articles continues to increase, it is anticipated that the line will be completely out of the market. Shoe manufacturers are all working to capacity.

THEY STOOD THE STRAIN SPLENDIDLY

The Walpole Rubber Co. of Canada, Limited, recently received this appreciative letter regarding use of rubber heels by Canadian soldiers: Just a few lines in praise of your famous Cat's Paw rubber heels. I have been mending boots for the 37th Battalion for the last ten months, and I have tried a lot of different makes of rubber heels, but I have never come across any that can beat the Cat's Paw, and they are a cheap rubber heel which will suit any person's pocket. Some of my men in the 37th Battalion have worn your famous rubber heels on their boots for four and five months, and they have done between fifty and sixty miles a week route marching, besides ordinary everyday walking. They marched from Niagara-on-the-Lake to Toronto, a distance of ninety-two miles, and some had worn rubber heels for six weeks before the march and I can safely say that they would last another month. You can use this letter to do what you like with. I only hope I can get them in England when we go there, which will be on the 25th of this month. Hoping to use your famous rubbers always, I can safely recommend them as a good rubber heel, as I have put on hundreds of pairs, I remain, yours

truly, Sergt. S. Allen, 37th Batt., C. E. F., Headquarters Staff, Exhibition Camp, Toronto.

PREPARING FOR BIG GATHERING

The annual meeting of the Toronto Shoe Retailers' Association will be held on Thursday, January 20, when officers for the succeeding year will be elected, and other important business transacted. It is expected that President H. C. Blachford, Treasurer J. C. Budreo and A. Levy, member of Executive Committee, along with others, will attend the National Shoe Retailers' Association, which will be held in New York on January 10, 11 and 12. This will be the first time that any Canadians have been present, and it is their intention, on behalf of the Toronto Shoe Retailers' Association, to invite some of the noted speakers at that gathering, to visit Toronto at an early date and speak at a dinner, which will be held by the Toronto organization, at which it is expected representatives from all the wholesale and manufacturing concerns will be present. The proposed dinner will take place in February, at a date yet to be definitely fixed. The event will be carried out on a splendid scale, and it is expected, that in addition to the speakers of interest from a distance, there will be a profitable discussion and conference between retailers and jobbers.

SENDS LETTER FROM THE CLOUDS

Writing a letter up in the clouds, 5,000 feet above old Mother Earth, is certainly a novel and thrilling feat. Yet this was done a few days ago in England, by Geo. K. Williams, of Toronto, whose father, Geo. E. Williams, holds an important position with D. D. Hawthorne & Co., wholesale shoes, and is widely known to the trade. His son, George, previous to taking up aviation and learning to fly



GEORGE K. WILLIAMS, TORONTO

at the Curtis School, was an instructor in the drafting department of the School of Practical Science, Toronto University. His father recently received a letter from him, which was written while his son was at an exceptionally high altitude, and his machine, a B. E. No. 2, was steadily ascending. The writer said:—"I am starting this note at a height of 4,000 feet, and watching the sun set below a landscape of clouds." He ended the missive when he had soared a mile up in the air. The aviator's home is at 147 Gore Vale Ave., Toronto.

MR. HOLMES GOING TO MONTREAL

Charles H. Holmes, who for the past three years has had full charge of the manufacturing of women's fine shoes with Getty & Scott, Limited, of Galt, Ont., is retiring at the end of the year to take the post of superintendent of the Kingsbury Footwear Co., Montreal. A thoroughly experienced shoe maker, Mr. Holmes has held many responsible positions and, previous to coming to Canada early in 1913, was for six years with Selz, Schwab & Co.'s factory at Elgin, Ill. His first important position was as foreman of the making room with Charles Tenney & Son, Stoughton, Mass., makers of men's fine shoes. In 1898 he went West and joined the Tenant Shoe Co., St. Louis, Mo., makers of women's fine shoes. He was with that firm nine years as assistant superintendent. From there he went to Elgin,



C. H. HOLMES, GALT

Ill., and then to Galt. He carries with him to his new position in Montreal, the best wishes of the firm and every member of the staff.

FIFTY-FIVE MEN AT THE FRONT

Local Union No. 233, Boot and Shoe Workers' Union, Toronto, is in a flourishing condition. It has fifty-five enlisted members at the front and the Union is keeping them good on the books. At the present time business is exceedingly brisk. There are more jobs than operatives to fill them, and the manufacturers are advertising for hands. Female operatives are especially scarce. There is an upward tendency in wages, and outlook is far brighter than at any time during the past three years. This of course will have a tendency to add to the membership, as many non-union workers will now doubtless take advantage of the better industrial outlook to get in line.

TRIBUTE TO CANADIAN FIRM

Speaking of "Canadian Shoes in England," a recent edition of the Shoe and Leather Record says: We had an opportunity recently of inspecting a line of Canadian-made shoes, which have been placed upon the English market by Ames-Holden-McCreedy, Limited, of Montreal. They embrace every style likely to be wanted in this country, and are cut from materials which have long been, and are still

likely to be, fashionable with our public. They consist of high and medium grades, put up on English models. Every shoe is cut with the dual idea of appearance and utility. There are no freaks. The materials are good and well selected, the making is excellent, the edges square, the heels well set, and the shoes perfectly balanced. If the bulk is as good as sample—and in the days of the old invasion we never had much trouble in that respect as regards Canada—Canadian shoes will find a firm footing in the retail shops of this country. The agents are Stanley Jacobs, 7 and 8 Fore-sreet, E.C.

ANOTHER SHOEMAN JOINS THE COLORS

Captain L. C. Lockett, of Kingston, has joined the overseas forces, and is now stationed at Napanee with "C" Company of the 80th Battalion of Kingston. He has been identified with the shoe trade for 22 years, first in Belleville (when the firm was Haines & Lockett) and later, was transferred to manage the branch store in Napanee, and after a short residence in that town, was sent to Kingston, where he has resided ever since, being manager of the Lockett Shoe Store. He is leaving the business in charge of the head salesman, W. H. Mack, Jr., and his father, F. G. Lockett, who, although he has retired from the retail end is looking after the office work. Capt. Lockett spent six years in the 14th P. W. O. R. of Kingston, and feels that it is his duty to do his bit in the present European struggle and to assist in the triumph of British arms. He is now Captain and second in command of "C" Company, 80th Battalion, and will spend the winter at Napanee. For two months he was under canvas at Barriefield and hopes to go overseas in the early spring, as the 80th is in fine shape.



CAPT. L. C. LOCKETT, KINGSTON, ONT.

Capt. Lockett is one of the most popular young business men in the Limestone City, and among his accomplishments is motor boating (he being rear commodore of the Kingston Yacht Club). He is also an ardent devotee of the camera and has taken a deep interest in Masonic work, being a Past Master of Minden Lodge, A. F. and A. M., and 2nd Principal of Ancient Frontenac and Cataraqui Chapter, No. 1, R. A. M. Whether in sporting, social or business circles, Capt. Lockett has always stood for the best and the truest, and possesses the confidence and esteem of a very wide circles of friends.

GOVERNMENT OR SPECULATORS—WHO'S TO BLAME

The Dye Situation Seems to be a Fine Target for Embargoes, Restrictions and Negotiations—How Prices have Ascended and Bartering is Being Done in Colors—The Predicament of Tanners is Growing Serious—Will Some of the Regulations be Rescinded?

The dye situation is becoming a serious one for Canadian tanners, felt goods and woollen manufacturers, and the future is being faced with considerable apprehension.

It is impossible to obtain aniline dyes, and a report comes from Quebec city that a tanner, who is now out of business, had a keg of black aniline which, before the war, cost sixty dollars, and was sold the other day for several hundred dollars. Aniline dyes are almost worth their weight in gold and one leading leather firm in Ontario, which was fortunate to have a large supply on hand, has been helping out several other firms. Recently the British Government placed an embargo prohibiting the export of logwood extracts from the West Indies, while the aniline supply was cut off shortly after war was declared. Dyestuffs come in free except for the war tax. It has been announced by a leading American dye firm that no further Canadian orders would be filled. Tans, browns, greens, dark blues and reds are practically unobtainable. On top of this, however, comes a report from Washington, which has not as yet been confirmed, that the British Government has decided to allow German-made dyestuffs to pass through the British line to this side of the water. If this is true, perhaps the situation, which has become intense, will be relieved. Two large British firms in Montreal, on which some concerns depended for their supply, report that they are unable to obtain a pound of dye. Many Canadian and British firms have been experimenting in the hope of making satisfactory dyes, but so far have met with indifferent success. It is reported that "British Dyes," a new Government-aided company, has been formed and will make dyes at Huddersfield and that contracts for over a million dollars for anilines have already been let. It is hoped that the undertaking of manufacturing aniline dyes on a large scale in England may prove successful. One maker of felt socks in Canada has notified the trade that he will henceforth supply such goods in the natural grey colors only, and that it is impossible to make them any longer in dark brown or blacks, owing to the acuteness of the color situation. Logwood dyes are obtained from the log wood tree, which is about the size of an apple tree and is cultivated almost entirely in the West Indies and South Sea Islands. There is no logwood industry in Canada. Tanners are also up against other difficulties and, since the outbreak of the conflict in Europe, quebracho extracts have gone up several hundred per cent., cod oil about sixty per cent., and greases from two to three hundred per cent.

Getting Along But Don't Know How

"Yes," remarked the head of a leading sheep skin tannery, "the dye situation is becoming very acute. For the past year we have been at our wits' end, but, by what might be called 'juggling' have managed to get along somehow or other. There are certain colors that we cannot get at all. For instance, we had an order yesterday for purple, but it was impossible to procure any such color. I think as logwood is obtained in a portion of the British Empire, there is no reason why the people of the whole empire should be made to suffer. It seems rather a short-sighted policy to say the least, that an embargo should be placed upon these extracts. Logwood is the base of all blacks, and if no supply is obtainable, things are going to be in a serious predicament, indeed.

It is unfortunate that we have not a logwood industry in Canada. Perhaps, however, the situation will clear itself before long, although the placing of an embargo on logwood extracts makes matters very acute, as these dyes are about the last hope of manufacturers."

Another tanner remarked: "We are certainly considerably alarmed about the situation, and unless the present embargo on wood dyes from the West Indies is raised, I do not know what we will do. Black leathers, so much in use in footwear, would be sold at a premium, and ordinary persons might have to wear shoes of natural grain, which would certainly appear rather unique, although they might become accustomed to it in time. The Canadian Manufacturers' Association is taking up the matter and perhaps some way out of the present dilemma may be evolved."

The logwood situation seems to change almost hourly. According to a late advice, the British Government are considering American representations, looking to the modifications of the embargo on logwood from the West Indies, and a satisfactory solution is hoped for. American firms have given assurances to London that they will take care of all Canadian customers and business if the restrictions are lifted.

Word also comes from the Colonial Government of Jamaica that it has prohibited exportations of logwood chips and extracts to all countries other than Great Britain.

No Sales—Only What Will You Exchange

A well known Toronto importer of dyes and extracts, remarked to the *SHOE AND LEATHER JOURNAL*, that the situation was extremely serious, and, while some firms had certain aniline dyes on hand, it is not a case of selling or buying so much as it is one of barter or exchange. He had already received inquiries from different firms asking what colors he could give in trade for certain other colors. In this way, many woollen, leather and other firms are being tided over the present trouble.

The logwood tree grows abundantly in the West India Islands, and the dyes come to Canada in the way of chips, crystals, solids and paste. The crystal form is the most popular with the tanners. There is no leaching plant in Canada and the extracts are shipped here in various forms. Logwood is the base of practically all black dyes and has recently increased about 400% per pound in price. Tanners use it for blacks and blues, fustic for yellow, and hypernic for red. These extracts alone with the necessary chemicals to give them the proper set, are the base of all vegetable colors.

If the embargo is lifted within a short time, Canadian tanners may not be up against the color situation as seriously as the matter looms up at present. The reason, that the embargo was placed on logwood dyes, was Americans were going to Jamaica and other countries and buying large quantities of the wood from the owners at far less than the English manufacturers could, the latter being forced to pay three and four times as much as the Americans. It is understood that complaint was made to the English Government and in order to check this discrimination and speculative mania, the recent embargo was placed upon logwood extracts. This is likely to be changed so that exports may be sent to British dominions, and, now the

Government of Jamaica has prohibited the export to all countries other than Great Britain. The latter may relax the restrictions so that Canada may secure some of the dyestuffs of which many firms are so sadly in need.

How the Speculator Plies His Calling

"The trouble with the whole question," said one representative, "in both analines and logwood dyc-stuffs is that the speculator—not the manufacturer—has got in his nefarious work since the war and sought to corral the supply and intensify complications. At the same time many of these speculators have adulterated the dyes and brought unjust condemnation on the heads of a number of legitimate dealers and manufacturers who have been doing their best to meet a very trying state of affairs."

ANOTHER SHOEMAN BECOMES BENEDICT



Burton D. Menzies, manager of the Sudbury store of the United Shoe Dealers, recently joined the ranks of the benedicts, being married to Miss M. Cannel of the staff of F. M. Stafford, merchant, Sudbury. Mr. Menzies and bride spent their honeymoon in Toronto, Windsor and Detroit. Mr. Menzies began his insight in the shoe line some seventeen years ago in Lindsay with Robert Neill, and later

was transferred to the London branch. In 1902 he returned Mr. Foy opened a second store in Sudbury and Mr. Menzies Saskatoon, for three years. J. W. Foy, of Toronto, bought out the business of Mr. Robinson and Mr. Menzies was appointed manager of the Lindsay establishment. In 1908 Mr. Foy opened a second store in Sudbury and Mr. Menzies went there to take charge. Three years later there was a change made in the Port Arthur branch and he was transferred to that city as manager. In the meantime the Sudbury business had grown to such an extent, that at the request of Mr. Foy, the subject of this reference returned to Sudbury where a large and profitable trade is done, the shop recording the biggest turnover of any of the six branches of the United Shoe Dealers.

PRICE-CUTTING METHOD OF FOOLING PUBLIC

This is what the Saturday Evening Post in a recent issue has to say about the price-cutting retailer:

"No merchant cuts prices because he prefers to lose money. His purpose is to make money. What he loses on the cut-price article he expects to make up somewhere. Now there are two ways possible of making up the loss: (1) Charging extra profit on other articles; (2) Getting an increased volume of business—drawing trade.

"The first of these two ways is clearly disadvantageous to the public. One customer gets a bargain; others pay excessive prices. And the excessive prices must total up to more than the bargains, else the scheme wouldn't be worth while for the storekeeper.

"The second way—price-cutting to get increased volume—has been defended as legitimate advertising. But is it?

"Obviously the price-cutting is done to create an impression—an impression that the store is cheaper than others, not only on the cut-price line but on other lines. Quite generally this is a false impression. The store that sold everything at a loss would soon have to go out of business. But the price-cutter contrives to create the impression.

"He very often does this by trading on the reputation which a manufacturer has built up for his article. Price-

cutting is of no use unless it is done on a standard article which has a well known standard price and is known to be worth it. The price-cutter takes unfair advantage of the hard work done by that manufacturer. But by thus cutting the price, for his own ulterior purposes, he tends to make the public believe that the article is not worth the standard price.

"In the same way he unfairly competes with other stores whose policy is to keep a fair, even level of honest prices on all goods all the time. He makes these stores appear to be high-priced simply by being cheaper than they are on one or two articles of known value.

"The price-cutter thus, by his so-called 'advertising scheme,' injures the manufacturer and his own competitors. But he also injures the public, because: (1) He makes it difficult for the public to know clearly the real value of merchandise; (2) He discourages manufacturers from trying to establish a fair, standard value; (3) He undermines the reputable all-the-year-round stores which render real service to the buying public."

VETERAN SHOEMAN REACHES FOUR SCORE

One of the veteran shoemen of the Province of Ontario is A. W. Vermilyea, head of the firm of A. W. Vermilyea & Son, Belleville, Ont., who on November 7th celebrated his 80th birthday. Mr. Vermilyea is active and sprightly, and having always taken the best of care of himself and abundance of exercise, he is likely to attain many more years. The Vermilyea store has been among the leading establishments in Belleville for 35 years and, although of late years the head of the house has taken matters rather leisurely, he has never lost his active interest in connection with the firm. Previous to engaging in mercantile life, Mr. Vermilyea owned a farm and also operated a flour and a saw mill in the village of Stockdale, Ont. Mr. Vermilyea is fond of outdoor recreations, and in the summer time is a lively devotee of lawn bowling. He is a prominent member of the Methodist church and states that, at one time, he heard a minister declare that a man could make a success in only one business.



The subject of this sketch does not endorse this view, for he has made a success of three businesses. First as a farmer, next as a miller, and thirdly as a shoeman. Asked after all these years experience, what advice he would give a young man about to enter upon a business career, he said that three things caused the majority of mercantile reverses. They were neglect of business, living too extravagantly, and over-stocking. "Avoid these pitfalls," added Mr. Vermilyea, "and the average young man, with energy, push and intelligence will succeed. Do not let your shelves get loaded up with a lot of unsaleable and unseasonable goods. Keep yourself and your stock moving."

The Vermilyea store at Belleville, is one of the largest in Eastern Ontario and some years ago the wholesale branch was opened, which is conducted under the name of the Belleville Shoe Company. Mr. Vermilyea had two sons, one of whom, C. H., is engaged in the clothing and men's furnishing business in Belleville, but the other, Major S. W. Vermilyea, who was in the shoe line, passed away about a year and a half ago, respected and honored by a large number of friends in the trade.

Golf is a great game, but business is a better one. If you try as hard in the office as you do on the links to keep your average "par" there will be no need of taking up a collection for your funeral.

“SHOES AND ROSES”—A CHRISTMAS EPISODE

By GEORGE BIRCH, author of “The Tactician” and “Mrs. Lester’s Christmas Enterprise”

Life in the shoe game is not all roses. Like the horticulturist, we must get our share of the thorns.

It happened that in proof of this contention my esteemed friend Harry Simpson, one time “knight of the grip,” had ample cause to remember shoes and roses going hand-in-hand in what he terms the most important period of his life.

We were idling around an old-fashioned hotel in a small western city, five of us, three shoe travelers and two other business men, one being a prominent manufacturer. It lacked but a few days of Christmas, and the warm, cosy room we had chosen for a quiet smoke and chat was in pleasing contrast to the near zero weather outside. It was our last trip before the festive season and we were in fine spirits with a goodly number of spring orders.

Naturally, the conversation veered round to reminiscences of the road, and Harry—“Simmy” as we used to refer to him—related one of the most interesting life stories we had ever heard.

“Well, boys,” he began, at our request, “I shall always remember becoming interested in roses—not much connection with shoes, you will admit, but the fragrant bloom helped me quite a lot some twenty years ago. I was a young ambitious trotter with the grip at the time—just married and anxious to get ahead. I had only been with Wm. Hall & Co. about two months, just about time to get my sea ‘legs,’ when one morning I was requested to see Mr. Hall, senior, on important business.

“Wondering what I was wanted ‘on the carpet’ for, I entered his private office with no little anxiety.

“Good morning, Mr. Simpson,” said he, waving me to a seat, “you have not been with us long, but I cannot say you have made a bad start. What I want you to undertake is a little job that seems to have baffled the rest of the boys. To explain. Three years ago we lost one of the best customers on our books. I refer to Mead & Son, of Merton. It occurred through the indiscretion of our late Mr. Kirk, and Mr. Mead seems irreconcilable. I entrust you with the work of recovering his patronage if possible. Remember, it will be no easy task, as he is reputed to be one of the hardest men in the trade to approach. I do not wish to discourage you, but simply to give you an idea of the kind of chap you are up against.”

“Well, boys,” said our interesting speaker, “I was mighty anxious to meet or learn a little more of Mr. Mead, so I took a train for Merton next morning. Arriving at my destination, I was fortunate enough to get acquainted with an old gardener of his. This was luck, indeed, for I got more inside information from him in ten minutes than I could have got in a week in the ordinary way. I learned that Mr. Mead was passionately fond of roses—an ardent grower and a winner at many of the neighboring flower shows as an exhibitor.

“His residence was several miles out of the city and I was told that he invariably arrived at Merton by the nine o’clock morning train. Incidentally, I procured a few exceptionally fine rose specimens from the city and with one of the best decorating the lapel of my coat, I took a taxi for Mr. Mead’s residence early next morning. I had not long to wait before the rotund figure of my quarry came in view. I followed him casually to the station, and took a seat opposite him in the train.

“The rose proved too much for even the stoical temperament of Mr. Mead. He shifted uneasily in his seat and leaned

slightly nearer to get a better view. The bait was all right but I still had to land him.

“‘Pardon me,’ he said, ‘I couldn’t help admiring the fine rose you have there—do you grow them yourself?’

“While admitting that I did not, I confessed my admiration for the culture, and added that I contemplated taking it up.

“We chatted on, mostly about rose growing, Mr. Mead proving a conversationalist above the ordinary. I had almost forgotten my original role, when Mr. Mead invited me to lunch with him. I accepted reluctantly, explaining that I had important business in the city and expected leaving before noon.

“‘May I ask what business you are connected with, Mr. Simpson?’ said he. I felt the ground sinking beneath me as I answered, somewhat sheepishly I thought, ‘I represent Wm. Hall & Co., shoe manufacturers.’

“Mr. Mead lowered his eyebrows ominously for a moment, then reminding me about the lunch promise, turned and left me. Half an hour after I walked into his store with an air of innocence and a grip. On meeting Mr. Mead I assumed a look of amazement.

“‘How strange,’ I blurted, ‘to think you are the gentleman I have special business with.’

“He appeared to be unaffected, and all the powers of argument and diplomacy I possessed fell flat. All my efforts had been in vain. The prospect seemed anything but rosy now. It was the words of Bobbie Burns over again—“The best laid schemes of mice and men gang aft agley.’ Mr. Mead regretted that our little friendship could not be enhanced by business associations, but with any other firm it might have been different. However, we lunched, and occasionally I thought I detected a suppressed laugh in my companion.

“In our parting conversation Mr. Mead looked me ‘straight in the eye’ and said, ‘Have you any idea who grew that rose, Mr. Simpson?’

“Looking down at the unoffending bloom I answered that I hadn’t the least idea.

“‘Well,’ he added, bubbling over with mirth, ‘if you get any more enquiries, tell them Mead & Son, Merton.’

“I was beginning to get a cold sweat—what could he mean? I soon learned where the nigger was, however. The firm I had wired for the roses did business with Mr. Mead, who supplied most of their roses first hand. They had simply transferred my order to Mr. Mead with instructions to deliver the blooms to the hotel at which I was staying.

“This is how Mr. Mead got wise to my little game. But it turned out all right at the finish. Mr. Mead enjoyed the joke immensely and complimented me on the strategy stuff. He gave me a fat order and we were always good friends up to the time of his death three years ago.” There was a suspicion of moisture in “Simmie’s” eyes as he lit another cigar, and we thought of the roses and shoes coming to us in the approaching New Year.”

George Lugsdin, head of the firm of George Lugsdin & Co., harness and saddlery manufacturers, Temperance street, Toronto, died recently in his seventy-fifth year. He was connected with the business for nearly half a century. He is survived by his wife and four sons. The deceased was a member of the York Pioneers, St. George’s Society, and was for many years a deacon in Jarvis Street Baptist Church.

DOING WELL IN SELLING GAME

E. W. James, who was recently appointed manager of the new branch of the Canadian Consolidated Rubber Company at Fort William, Ont., where a large and representative stock is now carried, is a graduate of the University of Minnesota College of Pharmacy, and worked in the retail drug business for seven years. Nearly three years ago, he left this line to join the Canadian Consolidated Rubber



E. W. JAMES, FORT WILLIAM

Company as salesman for drug sundries, and a few months later was given a general line of rubber goods, his territory being Western Ontario, with headquarters at Fort William. He has made good in the selling game and his recent promotion is a recognition of his work and worth.

SOME BREEZY BLASTS FROM WINNIPEG

Business in the retail line has never been better than during the past few weeks. The Christmas trade has loomed up splendidly and all the merchants are wearing a glad, bright smile.

Bert. Arbuckle, who has been to the Coast for the past two years and has returned from attending the big Fair at San Francisco, has been added to the efficient staff of No. 2 store of the Rannard Shoe Co. Mr. Arbuckle is a good salesman and has many friends in Winnipeg. Mr. McCafferty, manager of the store, has a very fine showing of ladies' fancy shoes.

The T. Eaton Co. have taken on a large number of extra shoe salesmen for the holiday trade and are making a splendid presentation of several advance styles.

W. Brown, formerly of the Boston Shoe Store, Toronto, and more recently of Calgary, arrived in Winnipeg, and is now on the staff of the Hudson Bay Co., which department is under the management of Mr. Simpson.

One retail shoe merchant remarked last week that he had taken in \$800 more during the month of November, than in the same month of 1912, which was a banner year in Winnipeg business circles.

Mr. Mulhall, of the Ryan-Devlin Shoe Co.; Harry Stark, proprietor of the Slater Shoe Store; C. F. Rannard, of the Rannard Shoe Co.; John Affleck, of the Yale Shoe Store; Bert Hendron, of Hendron Shoe Store; L. Swanson, of the Fashion Shoe Store; J. B. Kilgour, of the Regal

Boot Shop; W. Veitch, of the Harbord Shoe Store; Sid Buckler, of the Cut Rate Shoe Store, and Charley Newton, manager of the shoe department of Robinson's Limited, and many others, when approached, all speak enthusiastically of the record business which has been done during the past few weeks.

Samuel T. Bates, who for some time past has been in the real estate line, and was formerly manager of the Regal Boot Shop, Winnipeg, is again connected with that establishment, of which J. B. Kilgour is the proprietor. The latter has just returned from an extended business trip to Montreal, Toronto, Boston, New York and other points in the east. Mr. Bates' many friends are glad to see him again at the old stand.

MAKING GOOD IN HIS NEW POST

Rodolphe Gratton, who is manager of the Ottawa branch of J. I. Chouinard and the Columbus Rubber Co., Montreal, is well and favorably known to the shoe trade in the Ottawa Valley. He has his sample rooms and warehouse at 16 Mosgrove street, where he carries a complete line of the footwear of his respective companies. Born in the city of Hull, which is just across the Ottawa river, he received his education in the Hull public schools, the Ottawa provincial model school and finally, the Ottawa business college, where he graduated in both the commercial and shorthand courses, and obtained diplomas of the Business Educators' Association of Canada. This was eleven years ago, and on completing



RODOLPHE GRATTON, OTTAWA

his studies, Mr. Gratton entered the employ of A. W. Ault Co., Limited, wholesale shoes, Ottawa, as invoice clerk and stenographer. He was steadily promoted until five years later, he was made credit man. Interesting himself in the selling end of the business, he looked after the French speaking trade. Mr. Gratton resigned in May of this year to enter upon his present appointment, and, has met with a gratifying measure of success.

"Live and let live!" Isn't a pat on the back better than a blow? Your competitor is just as human as you are. A kindly word will make his heart glow—a "foxy" trick will make it bitter. We are all out for business, but every one of us can get it with due respect for our competitors.

PATRIOTIC WINDOWS BIG DRAWING CARD

Success Comes Through Co-operation Between Window Decorator and Buyer Says Display Manager of Big Toronto Store—Other Windows That Have Recently Attracted Crowds

"To obtain the best results from the window display," says H. C. Macdonald, display manager Murray-Kay Limited, Toronto, "there must be co-operation in every sense of the word. In selecting the merchandise or in planning a window the window trimmer will often find himself thinking only of the artistic results and neglecting the buyer's opinion entirely.

"This will never bring success, and many a window trimmer has found his ship upon the rocks of failure, wondering how it got there, when a little common sense and judgment could have saved him.

"Let the buyer select the goods he wishes most prominently displayed, let him show you the good points in his merchandise and then if you think he is wrong in his selection of colors or otherwise, show him how you could improve the general scheme and bring in the results the firm expects and that which you are both paid to get—that is the money.

Work With the Buyer

"After your window is finished, get the buyer's opinion. If he finds fault thank him, then get busy and improve. You may be the best window trimmer on earth and yet find that the buyer knows a great deal more about his particular line of merchandise than you do. So whatever he tells you accept as part of your education and profit thereby. Use your artistic taste to prove your ideas right, avoid arguments, get the spirit of working together for the success of your firm—which is your success after all—and you will find it pleasant sailing instead of a battle to land.

"When there is a job lot of soiled goods handed to you for a window don't look on it as a lot of junk, go over it with the buyer, let him show you the value, then endeavor to bring out the value in your window. It may not be as beautiful as your previous displays but remember, it brings in the money, and that's what counts."

A Novel Window Display

John A. Stewart, of Strathroy, Ont., used a very effective window display recently. It was on the occasion of the Trafalgar Day campaign for raising money for the British Red Cross Society, and represented a military hospital. In the immediate foreground was a wax figure representing a wounded soldier lying on a military hospital cot. Just to the left was a pile of blankets, sheets, socks, mitts, sweaters and other underclothing with a card neatly lettered with the word "GIVE." Just behind the cot was a wax figure dressed as a Red Cross nurse. To the left a hospital chair, which stood just beside an invalid table on which were arranged a pipe, cigars, tobacco, etc. At the rear of the window, to the left, was a hall tree on which was hanging a complete uniform; a rifle stood in the corner. On the other side was a pedestal with a vase of flowers.

On the window pane, the words "Help the Red Cross"

were painted in large letters, the Red Cross being represented by the usual symbol. The window was enclosed with both rear wall and ceiling, which were made of picture backing, striped with a paper divider. Right in the centre of the back wall was cut a door, and hanging to the right was hung a medicine cabinet in white enamel, containing first aid accessories.

The window attracted a great deal of attention and was a credit to the store

Footwear dealers will find it advisable not to overlook patriotic window displays during these times. The public appreciate them and look upon such stores as being up and doing.

THE COURSE SALESMAN SHOULD STEER

Along with his study of price lists and styles the good salesman must study human nature as a side line. In a talk with an "Old Timer" the other day, we gleaned many good suggestions, says the Shoe Repair Shop.

Some customers are by nature so disagreeable and fractious that they would truly "try the patience of a saint." They do not know what they want, and they do not want to be told anything. The safest way is for the salesman to steer a middle course between solicitude and indifference. Avoid all appearance of anxiety for the sale and do not be impatient. If your opinion is asked, give it modestly, but readily; but be slow to offer advice that is unsolicited. Do not go to the other extreme and offer your suggestions diffidently, for that might seem to betoken uncertainty.

A good salesman who is thoroughly familiar with his stock has all information regarding it at his tongue's end, so that he can answer questions promptly. He should then await his customer's pleasure quietly, and not hum or pat the floor with his foot, for these things are very annoying to one who is trying to make a decision.



A GLIMPSE OF THE BATTLEFIELD SHOWN IN THE WINDOW OF THE BRITISH RED CROSS HEAD-QUARTERS DURING THE CAMPAIGN WHEN TORONTO CONTRIBUTED OVER HALF A MILLION DOLLARS.

In Brummel's Day

"In Brummel's day of buckle shoes
Lawn cravats and roll collars."
London Lyrics-

In Brummel's day, how rare the show
Of august costume on the beau;
St James' street or Almack's ball
Is passing grand, — and here befall
The jest, sharp repartee, the mot.

What polished mien, what overflow
Of wit, of courtly grace; — although
Good form was more than truth withal

In Brummel's day

They dined, drank, danced, — and dined, — I trow
In stately ways, and dressed you know
With perfect art, yea, more than all
Their quaint old speech, their clothes recall
The taste and tone of long ago
In Brummel's day



The Broken
Beau Bow

From "The Life of
George Brummel"

BEAU BRUMMEL—FAMOUS MAN OF FASHION

Comments on the Life, Dress and Customs of George Brummel—How He Came to Be the Leader of Fashion of His Day—Through Refined and Fastidious Tastes Earned at Eton the Title of Beau—Was the Introducer of Starch



THE SALUTE OF
THE BEAU

George Brummel had little to boast about so far as an aristocratic ancestry went, but he inherited therefrom about thirty thousand pounds, which helped in his case to make up to some extent at least, for this shortcoming.

He earned at an early age at Eton his title of Beau, being deemed the most fastidious man in college in point of dress and manners.

The egotism of his nature also early developed, which caused him to cut his old friends because they associated at "vulgar colleges." He planned his preferences in order that he might be intimate with men of high birth and connection. The Prince of Wales was one whom he met and thought worthy of his patronage and friendship. The Prince reciprocated by bestowing a coronetcy upon him.

Soldiering, however, beyond the wearing of a gaudy uniform, did not conform with the tastes of the Beau, and when his regiment was ordered to Manchester, "the city of bobbins and tape," he doffed the distinction of a military man and became the dandy civilian.

From this time he proceeded assiduously to dispense hospitality and his £30,000 and seriously strove to work out his life's ambition to obtain the eminent distinction as an arbiter of fashion. It is to be said in his favor, however, that his tastes were refined and fastidious and far from loud or vulgar.

He was the introducer of starch. He came to the conclusion that it did not comport with one's dignity to be seen with a neckcloth of stringy linen around one's throat, giving the impression of uncleanness. By the aid of starch he thought to provide undoubted spotlessness.

The Brummel neckcloth was no meretricious affair, and the putting of it on no mean performance. An old-time writer describes it thus:—"Standing before his cheval glass with shirt collar erect—of prodigious height, a sort of breastwork hiding neck, face and even forehead—the Beau's cravat was gently applied to the throat. Soon bending down with artistic hand the collar, chin, too, began to descend with slow and regular pulsation; cravat began to crease, firmly but gradually, till at length the twelve original inches compressed to less than four, the process of tying arrived." Like all great geniuses, he had his failures and it happened in the tie. Unlike Robert Bruce and other heroes, Brummel never made a second attempt to tie a neckcloth. "These," said his valet, bearing from his boudoir a bundle of crumpled linen, "are our failures."

Leader he certainly was. Lords were glad of his favor, ladies made obeisance. Even a duchess deemed it well to warn her daughter to be careful of her manners in the presence of the celebrated Beau. The doors of the nobility were opened at his approach. He came and went at will with valet and portmanteau.



THE BEAU IN
LATER YEARS

The Beau had boasted that he had made the Prince what he was and that he could unmake him. While the Prince recognized in this a partial truth, it irritated him and he brusquely and rudely snubbed the Beau. Then a contest began, society taking sides with or against the Prince or Brummel. Because of his superior mentality and his manner of living the Beau had the better of the day; but his ammunition eventually gave out. His funds were dispersed. Debts, dishonor and flight followed and Calais became a choicer place of residence than Dover might be and for some years after, as they put it in the play, "he spent his time *between* London and Paris."

He existed for some time on the alms and allowances of his former friends, but his extravagant tastes led him to such excesses that he was constantly beset by creditors. His friends gradually withdrew their support, penury became his portion and paralysis seized on him. He died in 1844.

In the play the Beau dressed for his parade on the Mall wears a dark bottle green coat with high rolling collar, a white waistcoat, and terra cotta brown small clothes, buckle shoes on his feet, and on his head the huge drab silk hat—the latter being the only inartistic appendage to the custom.

Evening dress is the one most to be admired. It consisted of a plum-colored silk coat with large buttons and lined with mauve satin. A lavender silk vest embroidered with gold; small clothes and stockings of a very dark plum color. Ecu lace was used on the cuffs and cravat. A splendid fob and seals, knee and shoe buckles, all of gold. This period of dress, however, was the most graceful and admirable of any modern time. It was devoid of the superfluous skirts and fripperies of the early Georgian era, and yet was sufficiently ornate to distinguish the gentleman from the waiter.

"A dandy," according to Carlyle, "is a clothes-wearing man—a man whose trade, office and existence consist in the wearing of clothes." Our Beau was that, but plus a certain sarcastic and bright, though impudent, wit, and some qualities which enabled him to become the intimate of many noted literary lights, as well as of notorious aristocracy, of the early youth of the century.

In the play, the main lines of the Beau's history have been truly followed, but generous acts and attributes are illustrated which were not consonant with the entirely selfish character of Brummel. With the moral of his career and the ethics of his conduct we have naught now to do. We are considering him as a discriminating clothes-peg, and to quote the play: "How kind nature was to make us without coverings that we might have a chance to use taste and discretion in our clothes." The play has been superbly mounted and costumed.

In the first act as the Beau breaks on our vision what a glowing glory of dressing robe confronts us. Orange brocaded silk, with satin lining, shimmering now like burnished gold.

Such effulgent, radiant raiment surely none other than this gilded butterfly ever wore. It is to the beholder as though he had wrapped his person in the concentrated glory of a sunset.



THE BEAU AS HE
WALKS ON THE
MALL



THE INQUISITORIAL
STARE OF
THE BEAU

AMONG THE SHOE MERCHANTS, TRAVELERS AND WHOLESALEERS—WHAT THEY ARE DOING

C. L. Owens, general manager of the Royal Shoe Co., Toronto, was in New York and Rochester recently on a business trip.

G. J. Trudeau, Montreal, is now manufacturing a complete line of bows, including all the latest novelties.

John Sinclair, of the Barrie Tanning Co., Barrie, Ont., was in Toronto last week on business.

M. C. Galarneau & Co., wholesale leather dealers, Montreal, are closing out business.

R. J. Vernon, shoemaker, Herbert, Sask., is carrying a line of confectionery in addition to his footwear stock.

H. A. P. Loewen, boots and shoes and groceries, Laird, Sask., has discontinued business.

R. Jamieson, shoe repairer, Edmonton, has been succeeded by Wm. T. Terry.

M. Hartrick Co., boots and shoes and men's furnishings, Stettler, Alta., have started in business.

A. A. and W. E. Strang, who have been in business in Winnipeg for many years, have established a shoe polish industry. They are making a high grade, hard wax polish, and have had the name "Stop-On" registered. The new industry is under the personal direction of an expert chemist who has had many years experience in the manufacture of polishes in England and United States. The polish factory is the only one of its kind in Western Canada.

S. G. Vance, shoe retailer, of Tillsonburg, Ont., took part recently in the four days' competition of the St. Thomas Gun Club at St. Thomas, Ont., in the International Trap Shooting Tournament. In the handicap shoot-off there was a tie between Mr. Vance and A. H. Willey of Dansville, N.Y. Each scored ten and the money was divided.

Wishart & Hartrick, dealers in shoes and men's furnishings, Stettler, Alta., has dissolved partnership.

F. A. Cadwell, of Boston, representing J. M. O'Donnell & Co., Brockton, Mass., and the Hurley Shoe Co., Rockland, Mass., was in Toronto last week calling upon the trade.

G. C. Robinson has bought out the department store of Glanville's Limited, Calgary, and has assumed control.

R. W. Ashcroft, of the Canadian Consolidated Rubber Co., Montreal, was recently elected first vice-president of the Montreal Publicity Association.

The Yale Shoe Store, Limited, Winnipeg, has been incorporated.

The employees of the lasting department of Getty & Scott, Limited, Galt, Ont., presented Ernest Baker, one of their number, who has recently joined the ranks of the Benedicts, with a handsome clock, accompanied by an appreciative address.

H. T. Irwin, shoe retailer, Truro, N.S., has moved his store from Walker street to Prince street, where he has engaged larger premises.

Wilson & Donaldson, shoe dealers, of Lethbridge, Alta., are closing out.

G. H. Ansley, of the Perth Shoe Co., Perth, Ont., was in Toronto, Hamilton and London last week on business.

The harness factory and offices of the A. E. Wry-Standard, Limited, at Sackville, N.B., were completely destroyed by fire on December 5th. Fortunately the firm have a duplicate of this plant at Middle Sackville, and while they have suffered some inconvenience and delay they have already begun manufacturing again. A reserve stock of harness was saved, which has aided them very materially. The other departments, shoes, larrigans and shoe packs, were

not affected by the flames, except in so far as the company have suffered from the disarrangement and confusion, which invariably followed for a short time.

James T. Sutherland, of Kingston, the new President of the Ontario Hockey Association, and a widely known shoe traveler, will shortly appear in khaki for overseas service. He will be Quartermaster of the 146th Battalion, being recruited in Kingston and Frontenac county, by Lieut.-Col. Chas. A. Low. Mr. Sutherland qualified at the provisional school of infantry at Barriefield camp and will have the rank of Captain.

It is believed that an organized band of women are "working" shoe stores in Montreal with a new variety of confidence game, or rather an old game in new clothes. An uptown shoe merchant had a telephone call the other day from a lady who wished him to send five pairs of shoes, collect, to the corner of St. Urbain and Sherbrooke streets, Montreal. This retailer was suspicious, and when his boy went out with the shoes he went along too. Two women were waiting on the corner, and when they saw the shoe dealer coming with the boy, they fled.

W. C. Goetz, shoe dealer, of Guelph, Ont., who has been conducting two stores, is closing up his Market branch but will continue the one on Upper Wyndham street.

The high lace boot, running to twelve inches in some cases, is to be the successor of the velvet shoe. Gypsy and patent kid styles are still strong in favor, but the vogue for velvets is short lived. In button boots, patent vamps and quarters with light kid uppers are in style in the higher priced lines, and will be hard to imitate in low cost shoes.

Louis Gauthier Co., shoe manufacturers, Quebec, have gone into liquidation. Lefaire & Gagnon have been appointed provisional liquidators.

Locke & Adair, shoe retailers, Calgary, Alta., have dissolved partnership.

A resolution of condolence has been sent by the Tanners Section of the Toronto Board of Trade, to the family and also to the father of the late S. Morley Wickett, former chairman of the Association, and an active worker in its interests. The resolution was signed by C. G. Marlatt, of Oakville, chairman, and F. G. Morley, of Toronto, secretary.

The Quality Shoe Store has commenced business in Winnipeg.

Joseph Kerr, shoemaker, Mortlach, Sask., has discontinued business.

Thos. Hobbins, shoe dealer, has moved into new and larger premises at 2341 Yonge street, Toronto.

Donat Gauthier, shoemaker, has started business in Gravelbourg, Sask.

W. Blackmore, of Morse, Sask., has discontinued his shoe business.

The employees of several shoe manufacturers in Montreal, are spending the winter in an interesting bowling league, the teams meeting every Friday night in competition for a cup and other prizes. In the league there are ten teams, representing the Kingsbury Footwear Co., Tetrault Shoe Manufacturing Co., Star Shoe Co., Ames-Holden-McCready (two teams), United Shoe Machinery Co., Scout Shoe Co., Aird & Son, Canada Footwear Co., and Dupont & Frere. Narcisse Gagnon is honorary president of the league, Emile LaRose, president; F. Matthews, vice-president, and J. F. Bluteau, secretary-treasurer.

W. G. Fallen and Harry Lecky, western representatives of Getty & Scott, Limited, have returned from their selling



L. W. JOHNSTON, GALT, ONT.
Who is closing out his retail shoe business having enlisted for Overseas Service with the 111th Battalion



ALEX. CHISHOLM, TORONTO
Former Chairman of the Toronto Retail Shoe Merchants who will spend winter in the Southern States for his health



W. D. HOBSON, WOODSTOCK, ONT.
Shoe merchant and former Mayor of that city who lectured recently in Toronto on "Song Birds of Ontario"

trips and report splendid business. They say that conditions are greatly improving as the result of a bumper crop.

J. A. L. Le Clerc is now sales manager for the Columbus Rubber Co., Limited, in Montreal and vicinity, and offices have been opened up at 221 Notre Dame street east.

The name of Snedcor & Hathaway Co., Limited, shoe manufacturers, Tillsonburg, Ont., will shortly be changed to the Tillsonburg Shoe Co. W. C. Coloff is president of the company, which removed to Tillsonburg in 1913, and L. C. van Geel is secretary and manager of sales. The company are very busy on orders and have been for some weeks past.

Delbert McFarland, who is at the head of the McFarland Shoe Co., wholesale shoes, Calgary, was in London, Toronto and Montreal on a business trip last week. He reports trade in his line as encouraging and says the prospects of this new firm are of the brightest character.

In a fire which broke out recently in the H. B. Ritchie building on Clifford street, Toronto, Young Bros., manufacturers of fancy leather goods, suffered a loss of \$10,000. The building was completely gutted.

Robert Bennet, with Edward R. Lewis, leather merchant, Toronto, is now selling on the road and was in Berlin, Galt, and other western Ontario towns during the past week on business.

J. H. Moore, of Cornwall, Ont., who is the eastern representative of Minister, Myles Shoe Co., Toronto, has returned from a successful selling trip through the Maritime provinces.

H. R. Smith, formerly with the Slater Shoe Co., has been appointed representative of the Walpole Rubber Co., Montreal, and was calling upon the trade in Toronto and western Ontario during the past few days.

Ralph Hornibrook, bookkeeper for fifteen years with the W. B. Hamilton Shoe Co., Toronto, recently joined the ranks of the benedicts and was presented by the staff with a handsome cabinet of silver. The presentation was made by G. A. Seccombe, secretary-treasurer of the company, at the closing hour on Saturday last. Mr. Hornibrook was married last week to Miss Mabel Duckworth, Toronto.

A. J. Kimmel, president, and A. D. Weber, general

manager of the Canadian Consolidated Felt Co., Berlin, were in Toronto last week calling upon the trade.

W. Alfred Moore, of Beardmore & Co., leather merchants, Toronto, who has been connected with the militia for fifteen years, recently qualified for field officer and has been appointed Major, in command of "B" squadron, 9th Mississauga Horse, with which corps he has been identified since 1908. Major Moore was with the 48th Highlanders for some eight years previously.

E. N. Compton, fair wage officer of the Department of Labor, Ottawa, was in Toronto and other cities last week on a tour of inspection of the shoe factories.

J. A. Adams, who for the last two years has been manager of the Murray Shoe Co., London, has retired and has been spending a few days in Toronto with his brother, William Adams. His health has not been good for some time past and he is in Wellesley Hospital for an operation on his throat. Mr. Adams was for several years at the head of the Rideau Shoe Co., Montreal, until their factory was destroyed by fire. His successor at the Murray Shoe Co. is A. M. Jarvis, who is a brother of W. F. D. Jarvis, of C. S. Hyman & Co., London, and has been for several years an aggressive member of the traveling staff of the Murray Shoe Co.

Ed. Lynch, western Canada representative of the Minister, Myles Shoe Co., Toronto, returned last week from a successful selling trip, going as far as the Coast. He reports that conditions in the prairie provinces are steadily improving and the outlook for the coming year is bright.

Percy Thompson, manager of the Helburn Leather Co., Salem, Mass., and Arthur Donald, manager for A. F. Clapp & Co., Boston, Mass., were in Toronto last week.

D. Lorne McGibbon, president of Ames-Holden-McCreedy, Limited, Montreal, has been spending some time in New York on business.

L. S. McKindsey, who represents the W. B. Hamilton Shoe Co., of Toronto, in the western provinces, has returned from an extended trip and is now at his home in Hamilton for the holiday season.

There is a well defined rumor in shoe and leather circles that at the forthcoming session of the Dominion Parliament

in January, another war duty will be levied on certain articles, and that this will apply to all kinds of shoes and leather. At the last session the tariff was raised seven and a half per cent., and the new addition will be twelve and a half, making the advance twenty per cent. Just what foundation there is for the report cannot be learned but, like Banquo's ghost, it will not down and is heard on all sides as one of the measures of increasing the federal revenue for war purposes.



P. M. RISING, CAPTAIN AND QUARTERMASTER
104TH BATTALION, C.E.F., AT SUSSEX, N.B.,
CAMP, MANAGER OF RETAIL DEPARTMENT OF
WATERBURY & RISING, LIMITED, ST. JOHN,
N.B., WHO IS GOING TO THE FRONT.

Fire broke out at midnight on December 13th in the second storey of the Johnston & Murray shoe store, on Dundas street, London, Ont., and on account of the high wind fears were entertained for the adjoining buildings. The firemen, however, confined the blaze to one store, and the chief damage there was from smoke and water. The loss may run to \$6,000 or \$7,000. This is the second serious fire that Messrs. Johnston & Murray have experienced within the past two years.

It is understood that negotiations which have been going on for some time between representatives of the Italian Government and leading Canadian shoe manufacturers, for making a million pairs of army boots for the Italian troops, at \$3.80 per pair, have, after a good many conferences, fallen through. It appears that Canadian factories who are now making half a million army and rest shoes for the Dominion Government, were not in a position to accept the large Italian contract and furnish deliveries within the time specified. Then negotiations were considered with a view to taking part of the order, but satisfactory arrangements could not be made with regard to sub-letting, inspection, date of delivery, etc., and now the matter seems to have been dropped.

William O'Connell, who has been foreman of the last- ing room of No. 2 factory, Ames-Holden-McCready, Limited, Montreal, has resigned and gone to Norway, Me., with Carroll-Peabody Co. He has been succeeded by Wm. Dagnais, who until recently was with the Hilliard & Tabor Co., Haverhill, Mass. The latter has entered upon his new duties in Montreal.

John Dunbar has been engaged by Scott-Chamberlain,

Limited, of London, makers of Astoria shoes, as sales and styles manager. He has had a lifelong experience in men's high grade footwear, and in the early days of the Slater shoe was the man who marketed this product, in such a successful manner. Later, Mr. Dunbar left the Slater Shoe Co. to go with George A. Slater, who started the manufacture of the Invictus shoe, and was for a number of years one of the chief factors in the factory. His many high class qualifications are well known to the majority of retailers throughout Canada, as he has also been on the road introducing numerous lines, hence his wide personal acquaintances. Mr. Dunbar extends a hearty invitation to his many friends, when in London, to call and look over the new line of Astoria shoes. He is now busy on the new fall 1916 samples, which, he claims will do credit to the shoe manufacturing industry of Canada.

M. H. Shibley, of Toronto, who represents Endicott, Johnson & Co., of Endicott, N.Y., and Edwin Clapp & Son, East Weymouth, Mass., has returned after an extended selling trip throughout the west. He went as far as the Coast and reports excellent business. Mr. Shibley has sample rooms at 78 Toronto Arcade.

Mr. Sadler, of Sadler & Haworth, Montreal, was a visitor to the New York markets last week.

George Matthews, finishing room foreman in No. 1 factory of Ames-Holden-McCready, Montreal, has resigned and has taken a position in a similar capacity with Scott-Chamberlain, Limited, London, Ont.

The new prices on outing shoes have gone into effect. The lists issued some months ago indicated that after December 15th, there would be an advance of five to ten cents per pair on all sporting and tennis goods. Retailers who placed their orders before this date will not have to pay the advance, but from now on all business booked will carry the higher figure. The placing business in tennis goods has been exceptionally heavy this season, and more and more lines are being sold every year. The production of outing shoes is becoming an increasingly important factor in Canada in the manufacturing of footwear.

E. E. Code, manager of the Ottawa branch of the Kaufman Rubber Co., was in Toronto and Berlin, last week on business.

Alexander Chisholm, shoe retailer, West Toronto, and wife, are at present spending a few days in Buffalo, preparatory to leaving for the South, where they will pass the winter. Mr. Chisholm has not been in good health for some time and, on the advice of his physician, will take an extended holiday. During his absence his business is being looked after by his brother, Morley S. Chisholm, who has been associated with the store for several years.

John Begin, who for several years was employed in A. Davis & Son, Limited, tanners, Kingston, Ont., died recently after only three days' illness of pneumonia.

The number of inquiries from Great Britain for leather in Canada is light at the present moment and there is no special activity. It is stated that the British Government has some seven million pairs of military boots now in store. A moderate export business in sole leather is being done with the United States.

Fire recently broke out in Morin's shoe shop, 92 King street, Sherbrooke, Que., doing damage to the extent of several hundred dollars. The blaze started in the basement in a partition close to a stove pipe, and worked its way through to the roof of the building.

Over 150 hands are now employed in the new shoe factory of the Hurlbut Co. at Preston, Ont.

The Brockton Shoe Manufacturers' Association have received notice to the effect that the cutters of Brockton were to request a \$4 wage for an eight-hour day. They are

now receiving \$21 per week for a nine-hour day. The union has voted to stand behind the executive board in its demands. A conference is being arranged.

The McQuay Tanning Company, Limited, Owen Sound, has placed itself in an outstanding position with reference to the recruiting of the 147th Grey battalion. Recently through George McQuay, the company offered to equip a full bugle band for the battalion. The equipment will consist of twelve bugles, four drums and one base drum. The letter which contains patriotic sentiments worthy of Owen Sound's big tanning industry, has been sent to Lieut.-Col. McFarland.

The Fashion Shoe Store has started in business in Winnipeg.

J. D. Palmer, President of the Hartt Boot and Shoe Co., Fredericton, N.B., was in Toronto, Montreal and Ottawa last week on business.

The C. N. W. Shoe Company, Limited, of London, has entered an action against the Canadian Express Company for \$287.40 for several cases of shoes which they allege they shipped by the express company and were not delivered. The defendant company denies receiving the shipments.

The Canadian export business is assuming important proportions in England, as one of the outcomes of the war conditions. The Canadian Business Luncheon Club was launched recently in London and included representatives

from Ames-Holden-McCready, Limited, Canadian Consolidated Rubber Co., Gutta Percha and Rubber, Dunlop Tire Co., Allied Saddlery Association of Canada, and others. Gatherings will be held every two weeks.

R. L. Savage, of Toronto, who represents James Muir Co., of Maisonneuve, Que., and Clark Bros., of St. Stephen, N.B., has returned from a business trip to Montreal and Boston.

Alexander Lindsay, shoe retailer, 1293 Yonge street, Toronto, recently made an assignment to Chas. Bonnick. The liabilities are about \$3600, while the assets will reach nearly this amount. Mr. Lindsay recently enlisted for foreign service.

J. H. Porter, former buyer and manager of the shoe department of the Robert Simpson Co., and afterwards in the retail shoe business in Toronto, is now located in Winnipeg, where he holds a good position with Wm. Gunn, Limited, Bannatyne and Dagmar streets, which concern is a large mail order house. He spent a few days in Toronto and Montreal last week on a purchasing expedition.

Geo E Williams, of D. D. Hawthorne & Co., Toronto, has returned after spending a three weeks' holiday among relatives and friends near Ailsa Craig, Ont.

The annual meeting of the Maritime Commercial Travelers' Association, was held recently in Halifax, N.S., and the following officers and directors were elected for the



AN ATTRACTIVE NEW FRONT OF HISTORIC SHOE HOUSE

The front of R. Dack & Son's shoe store, King St. West, Toronto, which stand has been occupied by the historic firm for considerably over a century, is one of the most dignified and impressive to be found in any city. The front is 25 feet wide from wall to wall, and returns back to the door eight feet. The glass is of the best British polished plate and the entrance has 4 by 4 inch red tile. The woodwork has a mahogany finish and the lighting is the

X-ray system. The X-ray shades are above the panels in the ceiling, which imparts a very artistic finish. The front is a complete metal one, from the sidewalk to the under side of the I beam. The finish is what is known as statuary copper finish. The two front bulk heads have hinged sides to open for ventilation to the basement, but all the other bulk heads are metal panelled. This fine front was installed by the H. J. St. Clair Co., Toronto.

following year: President, J. E. Petrie, St. John; Vice-President (Nova Scotia), W. Smith, Halifax; Vice-President (New Brunswick), D. McKinney, St. John; Directors (Nova Scotia), G. S. Laidlaw, F. A. Graham, E. A. Corbin, F. C. Carten, C. W. Smith, and Geo. W. Winters; Directors (New Brunswick), E. A. Hoyt, H. C. Simmons, J. Pringle, J. H. Pritchard, T. E. Simpson, A. F. Stillwell.

Fred Steel, late of the Solid Leather Shoe Co., Preston, Ont., who has joined the 111th Battalion, was presented by the staff and employees recently, with a wrist watch and an appreciative address.

F. X. LeBlanc, of Aird & Son, shoe manufacturers, was in Montreal, Hamilton and London last week on business.

Emanuel Topp, of Collingwood, Ont., who assigned a few days ago to Chas. Bonnicks, Toronto, was arrested re-

cently on the strength of a telegram from Hamilton charging him with defrauding his creditors. Copp has two stores in Collingwood, one handling boots and shoes and the other dry goods. He came to Collingwood from Meaford. Topp's shoe store was visited by fire last Christmas Eve, and remained closed until a few weeks ago.

Mr. Marcus, of the Panther Rubber Co., Sherbrooke, Que., was in Toronto and Montreal last week.

The shoe store of Fred T. Jackson, Clinton, Ont., was broken into recently and some cash taken from the till. An entrance was forced through the rear of the shop by means of a crow bar, which the intruders left behind as a souvenir.

William Clark, of Clark Bros., Limited, St. Stephen, N.B., was a visitor to the Boston markets the past week. Mr. Clark states that business is rushing with them and they are receiving their share of orders. The Clark brothers were formerly of Lynchburg, Va., where they were in the shoe business for many years, but since manufacturing in St. Stephen they have been successful.—Shoe Topics.

The convention of the National Shoe Retailers' Association will be held at the Hotel Astor, New York City, January 10, 11 and 12th. This convention promises to be the best ever, and great preparations have been made to make it a decided success. The first day will be given over to a conference of the manufacturers and wholesalers with a committee limited to eleven members from each of the organizations. Business sessions of the second and third days will extend from 10 in the morning until 5 p.m. The feature of the convention will be the banquet which will be held on Tuesday evening, January 11th.

William Stewart, who was widely known to the shoe trade, died at his home, 166 Seaton street, Toronto, on December 6th. For many years he was a manufacturer of shoe uppers, which business is now carried on by his son, William. The late Mr. Stewart, who was 73 years old and had been ailing for a couple of months, was born in Scotland, but came to this country years ago, taking up his residence in Toronto. He is survived by the widow, two sons, and two daughters. The sons are William, jr., and Richard Stewart, foreman of the shoe manufacturing department of the Guleph Prison Farm. The deceased was a member of the Presbyterian Church.

C. Drolet, new superintendent of the James Muir factory, Montreal, is one of the leading practical shoemakers of the country. He is a native of Quebec, or rather of that historic little town near the citadel city, Ancien Lorette, and while yet in his teens was apprenticed in the shoe business. He became an expert custom shoemaker before he was 21, on several occasions making hunting boots, riding boots and other high-grade footwear of the most expensive kind. His experience in the manufacturing field has been gained with such firms as M. N. Arnold Co., North Abington, Mass., with whom he was identified as foreman for several years; the Pingree & Smith Co., Detroit, where he was in charge of the making room and the Canadian factory of Geo. A. Slater, where he was superintendent for 11 years. Mr. Drolet's hobby is his work and the reputation he enjoys is the result of many years of painstaking effort, unceasing study and practical application to the work he has made the biggest thing in his life.

KEEP YOUR EYE ON NEW BUSINESS

If your aim is to enlarge your business, put in your best licks in drawing new customers to your shop. Watch for new people in your town. Become acquainted with them. Get them into your shop. Advertising schemes bring best results with this class. This does not mean that you must neglect your old customers for the new, but take care of your

IT HELPS HIM ALL THE WHILE

Please find enclosed one dollar for one year's subscription to your valuable Journal. This publication has been a boon to me and I do not think I could get along without it, as I find the articles published in its columns most helpful and instructive, especially since I have started to carry a stock of boots and shoes.

Yours truly,
High River, Alta. S. DAVIS.

GOOD MEANS FOR EDUCATION

Enclosed please find \$1.00 for another subscription to the 'Shoe and Leather Journal.' We find it a great instrument of education for the retail shoeman.

Yours respectfully,
Winnipeg, Man. GARDNER & CAMPBELL.

ENTERTAINS AND EDUCATES

I certainly appreciate the valuable information which I obtain from the 'Shoe and Leather Journal.' It is full of bright, readable pointers and illustrations, that both entertain and educate.

Yours sincerely,
296 Portage Ave., Winnipeg. J. J. DUFFY.

LIKES ALL TRADE NEWS

Enclosed please find postal note for \$1.00 for my subscription for one year for your valuable journal, which I find good, helpful reading. I like the large amount of trade news that you give and also the semi-monthly arrival of your book.

Wm. G. TAPP,
Manager Shoe Department.
Port Arthur. Nipissing Stores, Limited.

FINDS THAT IT IS O.K.

Enclosed you will find one dollar to renew my subscription to the "Shoe and Leather Journal" for another year. I have found your paper very valuable and interesting and would not want to be without it. It is full of news of the right kind.

Yours truly,
Berlin, Ont. J. H. WESELOH.



GEO. STOCKAND, EDMONTON
Who is favorably known in the capital of Alberta and is the aggressive manager for Kaufman Rubber Co. for the Province



HARLEY HENRY, SASKATOON
Who is now the manager for Saskatchewan for Kaufman Rubber Co. of Berlin, and is a widely known shoeman



R. B. MACPHERSON, VANCOUVER, B.C.
A popular shoe salesman and window dresser who is now with the 29th Battalion, C.E.F. in France, and writes a letter which appears on page 42

old customers by rendering good service. If you do this, then you need to pay less heed to methods of advertising for this trade. You are free to direct your advertising more for the purpose of attracting new customers. How often do you see business men using prizes and premiums for advertising purposes? They are educating their old customers to look for something to be "thrown in" with every purchase. If you are going to pay people to be your customers, you should pay to procure them, notwithstanding that all customers are entitled to like treatment, with advertising which aims to enthruse old customers and attract new customers. An important element of this kind of advertising is a complete performance of all that is promised.

MAKING SHOES TO SHOW MERITS OF GOODS

Selling boots and shoes by demonstration was an innovation launched by a dealer in the north. In order to impress the public more vividly with the fact that his shoes were handmade, this manufacturer employed several shoemakers to sit in his store window and make boots and shoes from start to finish. All the necessary equipment was installed in the window, and the busy shoemakers at their work attracted a great deal of attention. The scheme turned out to be a big factor in advertising this manufacturer's products. Many a man does not know that he needs a certain article until he has had its merits forcibly impressed upon him. Such is the object of the show-window demonstration; to compel the attention of the passer-by and hold his interest while the merits of an article are convincingly shown.

More and more each year the powerful advertising value of store demonstrations to the man of business, great or small, is being recognized, and each year new and unique methods for holding a prospect's attention are devised.

EFFICACY OF LEATHER SUBSTITUTES

"There is nothing like leather," a phrase so persistently and consistently drummed into the human ear, until it has become a concrete and indisputable proposition in the mind of the average man.

In approaching the question of a substitute for leather

we must first divest ourselves of prejudice. So many articles of use have been improved upon by subsequent discoveries that the original has suffered by comparison. And it is within the pale of possibilities that a substitute for sole leather may be produced equal if not superior to the original product.

The rejection of the pure leather law which was recently promulgated in many of our state legislations is a demonstration of the stride leather substitutes have made, and it was very clearly proven that many substitutes for leather utilized in the manufacture of shoes were superior for their special purposes to the leather products.

The proposition we desire to emphasize here is a substitute for sole leather.

The hide of the cattle has from time immemorial been the basis for producing the material used for the sole of the shoe and it is almost sacriligious to suggest anything else, yet if we will analyze that material we will find that it also has its shortcomings. In the first place, it has degrees of quality such as shoulder, bend and belly, as diversified as there are cuts of meat, yet all are tanned alike and all become a part of the finished product. Secondly, the hide being a by-product, the supply cannot be regulated by the demand. No cattle are raised for hide solely; meat and dairy purposes being the primary object, this has resulted in the cost of this product fluctuating like the stock market, making a very changeable and unsatisfactory condition and the scarcity of raw material a thing to conjure with much to the disadvantage of the manufacturer, retailer and consumer, amounting to an advance of 100 per cent in the raw material within the past ten years.

In considering a substitute for sole leather we must observe the following important points:—First, a standard of quality must not be restricted by the scarcity and manipulation of the raw material. Second, a standard of quality must be sustained in comfort and service, the two essentials for satisfactory footwear. *Viz.*: flexibility, protection from the ground, dampness, and ability to resist wear.—Superintendent and Foreman.

THE QUESTION OF SHOE PRICE

Some of the traveling salesmen in our trade have stopped talking prices. The trend of events is all against the price argument. Buyers must know that miracles have been obsolete since Bible times.

Cheapness has become a doubtful virtue and it is better to dwell on quality. In leather one can talk of tannage, finish, color and substance. In shoes, style, fit, service and good looks are better arguments than low prices, which everyone is a bug under a chip—a nigger in the woodpile.

Arguments, like swear words, only circulate at par which they are new. The average buyer is intelligent and knows well enough that your rodomontade about prices has served its time and is to-day like a last year's bird's nest.

The modern minded salesman does not introduce the question of price. He talks on every other phase of the market. If the buyer puts up a mild protest against the high cost the astute salesman agrees at once. He does not attempt to defend high prices, but joins with his customer in deploring them.

Why not let it be understood that the abnormal cost of leather and shoes are facts like the weather and the war that we are not responsible for?—The Shoe Retailer.

BUILDING WITH A PURPOSE

"I have worked in a number of factories and have made one or two ventures in business myself. I have seen a good many new ideas rise and fall, and I have come to the conclusion that the surest way to get along is to follow some of the rules that have been tried and proven true in the test of time.

"You may laugh at me for my saying that I have gone back to some old-fashioned principles," remarked an eastern



GEORGE BIRCH, TORONTO
Who is an expert window trimmer and the author of the Christmas story "Shoes and Roses," which appears on page 47 in this issue

shoe manufacturer recently, "but it is true enough. And the idea is working out well.

"When I started in business this time, I resolved to make honest, substantial shoes, that would provide the customer full value for his money. I resolved to make my profit, not by 'slipping over something on the customer,' but on my skill in manufacturing.

"I began to practice my new ideas in the buying of materials. I do my own buying, and I sort my own leather,

both sole and upper. I have had enough experience in shoe-making to know good leather when I see it. I believe I buy leather as successfully as any concern in the shoe trade. Though I buy only small quantities, yet I invariably get the selections I want. If I cannot get the leather I want, I pay an advance for it.

"I make a shoe that is honest all through. Both the insole and the counter are of solid leather. I employ skilled honest workmen. When it comes to a question of taking a profit, or putting something more into the shoe, I put something more into the shoe. I am content with small profits at the present time. I want to build up a reputation for supplying honest shoes. If I create a demand for such shoes, and have sufficient skill to manufacture them, then I will have a business that is good for all my lifetime, and that I can pass on to my sons.

"I am not seeking to clean up a profit in a few years. I am building for a lifetime."

ANOTHER SHOEMAN HAS ENLISTED

L. W. Johnston, of Galt, Ont., who is widely known in the Maritime Provinces, which he has covered for several years in the interests of the Cook-Fitzgerald Co. and their successors, Scott-Chamberlain, Ltd., London, is going to the front with the 111th Battalion. He has always been an enthusiastic military man and was recently created a Major. He was Captain and acting adjutant of the 29th Highland Light Infantry. For some 12 years, this popular Galtonian has conducted a retail shoe business in Galt, which he is now closing out. Mr. Johnston began his commercial career as buyer for the Hall & Munson Co., a large department store, owned by one of the biggest lumbering concerns in Michigan, and for four years was manager of the business. After that he was with Selz-Schwab Co., shoe manufacturers, Chicago, covering the state of Michigan. During the past season, in addition to selling for Scott-Chamberlain, he also was the representative of the Blachford Shoe Manufacturing Co., Toronto, in the Maritime provinces.

LIVELY "LIMERICKS" FOR THE SHOEMAN

Said a hard-working clerk to his boss,
Here's a method that won't mean much loss:
The key to the lock
For removing old stock
Is to clear out the junk "below cost."

"To-day," said a knight of the grip
"I've took fifty orders to ship
I guess they're all right,
But the money's so tight"—
Now his boss is regretting his "trip."

Said a storekeeper once to his wife,
"I've been dealing in shoes all my life,
But I've found out to-day
My methods don't pay,
So I'm giving high prices the knife."

Once a shoeman put on a big sale
To clean out old stock by the bale;
But strange on the morrow
He found to his sorrow
A sheriff blew in with the gale.

LADY CUSTOMER THOUGHT SHE KNEW

An unusual experience in selling shoes is related by a western clerk, who says:—"A lady came into the store and called for a certain kind of shoe. On looking I found that we



No. 301

Noted
for their
Quality
and
Finish



No. 2075

KIM-FELT KOZY

The KIM-FELT KOZY Slipper is the latest addition to our big and always attractive range of Felt Footwear.

KIM-FELT KOZY Slippers are easily the most comfortable type of house slippers procurable. Their cushion soles contain over an inch of Kozy carded wool.

They are made in all sizes, in a wealth of different colors and designs, each of which appeals to the fancy of some of your customers.

Sell Them Now for Christmas Gifts

The Kimmel Felt Co., Limited

FACTORY

BERLIN

- - -

ONTARIO



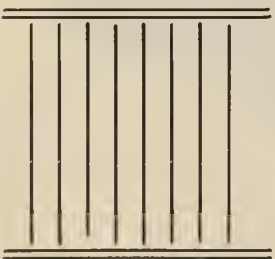
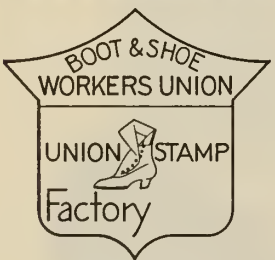
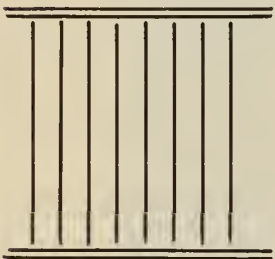
No. 2015

Ames-
Holden-
McCready

Sole Selling Agents



No. 96



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

had only a pair in the house. She asked for 4 a D, and the one that we had was a 5 B. I tried it on, she said that the width was about right, but it was too short. I took it back to the shelf and brought the same shoe back and tried it on. She said that is better. I asked her if it cramped her toes. She said: "No, the first pair did, but this one doesn't." She asked me to send them out and she would send the money back by boy. I took the shoes out of the box and wrapped them and sent them to her house. She told the boy she would take them if I had sent the shoes that she had looked at, but refused those delivered and sent them back. I put them in the box, the same pair, and sent them right back, and she took them and sent the money."

OVER 200 OPERATIONS ON EACH SHOE

"The making of a single pair of shoes to-day requires the use of 163 machines and involves 210 operations," explained Major Charles T. Cahill, advertising manager of the United Shoe Machinery Co. in an address before the Washington Shoe Retailers' Association. He traced the history of the craft of St. Crispin from prehistoric times down to the midnight-blue gypsy cuts and velvet Napoleons of the present moment. Major Cahill explained the manifold processes required in the making of the shoe nowadays, a sketch of the rapid advancement in machinery for the manufacturing of shoes, and a discussion of the various types of boots and shoes worn by the soldiers now fighting on European battlefields, formed the subject matter of the lecture.

"The history of the development of shoe manufacturing machinery is full of romance and human interest. The wonderful lasting machine, which performs what was thought for a time could never be accomplished by mechanism, was invented by a poor Portuguese youth who died before the success of the product of his brain and genius had been recognized. So poor was he that he was compelled to make the model for his machine out of bits of cigar boxes and pieces of barrel hoops that he found in the street. The name of this young man was Jan Matzgeliger.

"Feeling confident that his machine would revolutionize the shoe business, the young man organized a stock company to finance the invention. Just before his death he left virtually all his stock to Massachusetts churches. The stock was looked upon as worthless. But the success of the invention has made it possible for three churches in Lynn to pay off their mortgages by means of the stock presented to them by the Portuguese youth. And the stock company formed by the young man developed step by step into the United Shoe Machinery Company of to-day.

"Another great figure in the development of shoe manufacturing machinery was Gordon McKay, who bought the Blake machine and succeeded in perfecting it. Being unable to place the machine on the market, McKay offered it to manufacturers free of charge on condition that they pay him small royalties on every pair of shoes turned out by it. This was the beginning of the royalty system still maintained by the United Shoe Machinery Company. This company has aided in setting up in the shoe business many young men with small capital, or no capital at all, through supplying machinery on the royalty basis.

"The war is boosting the foreign trade in shoes wonderfully. Since the out break of the war more than 7,000,000 pairs of shoes have been exported from the United States to the belligerent nations. There now are orders on hand for the furnishing of 2,000,000 pairs. If the war continues another year more than 10,000,000 additional pairs will be required. The average life of a shoe in the war zone is six weeks."

Mr. Cahill explained that the shoe antedated all other articles of clothing. He showed pictures of early forms of sandals, of the long pointed shoes of the fifteenth century, of the short shoes of the Elizabethan age, of the high boots

For Sale or Exchange

Boot and Shoe Repairing Outfit. One Champion Shoe Repairing Outfit Complete. Also enough Shoe Machinery, Lasts, Dies and Patterns to start small shoe factory. All in first-class order. Bargain for cash or will exchange for boots and shoes.

Apply
UNION BOOT & SHOE CO., Limited
Box 21, AMHERST, N.S.

introduced into the Roman Empire during the invasion of the barbaric Huns under Atilla, of the cavalier boot of the seventeenth century, of the ladies' high-heeled shoes of the sixteenth century when Louis XVI thrived, and of various other types of footwear. He showed by this evolution that styles travel in cycles, disappearing only to return in a new generation. For instance, he explained that the side-laced shoe, which was something of a fad last summer, was extensively worn by women from 1830 to 1880.

Mr. Cahill spoke in some detail of the ideal shoe evolved by the army. He said that the length of a foot should be measured in a straight line passing through the centre of the big toe and the centre of the back of the heel, and that this line, known as Meyer's line, should not be distorted by the shoe. He said the army provides that shoes must be two sizes larger than the measurement of the foot of the soldier with the weight upon it.

Are you getting as much out of life as you are out of business? It is just as criminal for a man to wreck his health through overwork as it is through whiskey or drugs. When you have learned to economize the capital of your nervous system as frugally as you have that of your business, then, and then only, may you be considered successful. Russell Sage's over-indulgence in work cut twenty years from his life. Were the millions he hoarded an equal exchange for the twenty years he threw away? Sage—for all his wealth—was an unsuccessful man, for he did not know how to live.

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—by a responsible party—a good commercial line to handle in the West, with headquarters in Edmonton or Calgary, Alta. Reliable references. Box 10, SHOE AND LEATHER JOURNAL.

SHOE TRAVELLER, Maritime Provinces, wishes to hear from some manufacturer. Open for engagement First of January. Good connection and references. Box 8, SHOE AND LEATHER JOURNAL.

WANTED for Ontario, Quebec, or Western Canada a salesman to carry a small line of Children's and Misses' shoes on commission. A good side line. Address Box 6, SHOE AND LEATHER JOURNAL, Toronto.

SHOE SALESMAN WANTED—Active young man to call on Wholesale Trade—one with knowledge of shoe manufacturing business preferred. Reference required. Apply Gale Brothers, Limited, 518 St. Valier street, Quebec.

JOBBER—

FOR FALL 1916

AIRD'S will show a line that will be of particular interest to you. It will contain the very latest models in all popular materials. As usual, our prices will be right.

AIRD & SON (Registered) MONTREAL

Makers of MEN'S, WOMEN'S, BOYS' AND YOUTHS' McKAYS AND TURNS

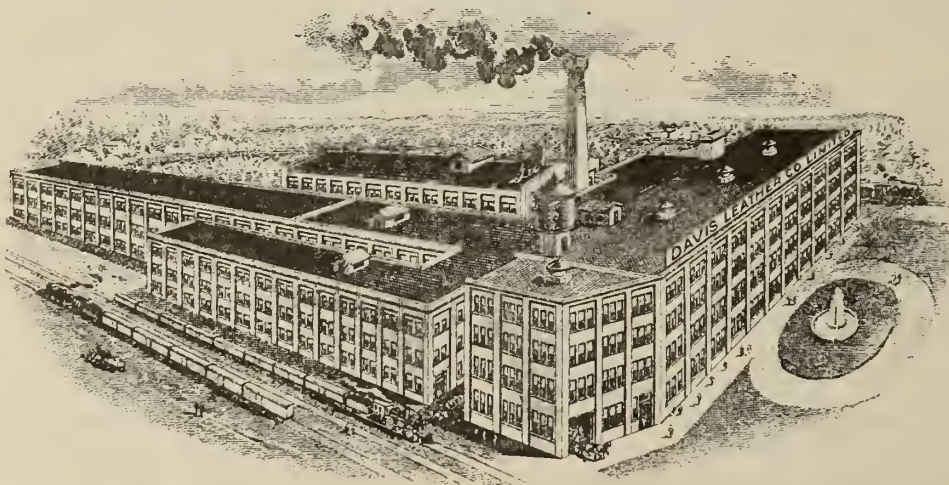


THE LARGEST TANNERS OF CALF LEATHER IN
THE BRITISH EMPIRE

DOMINION CALF



MADE IN
CANADA

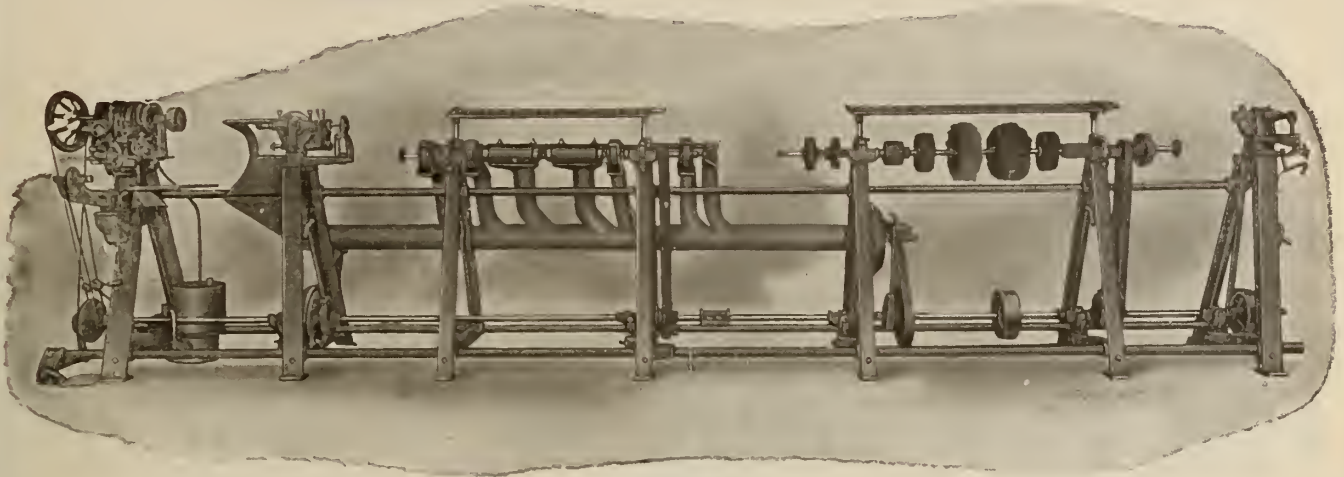


The
Calf
of
Quality

The Most Economical Cutting, as it is Flawless and Uniform. The Best Wearing. Made from the Finest Skins by the Most Skillful Workmen.

Davis Leather Co., Limited, Newmarket, Ont.

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

- | | |
|--|-----------------------------------|
| 2 Split Bottom Buffing Rolls | 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

LINEN THREADSFor All Kinds
of Manufactures**COTTON THREADS****STANDARD QUALITY****BEST VALUE**

Twines—all kinds

Hardash Silk Thread

Also Boot and Shoe LacesMohair, Leather,
Mercerized, Silk.**FRANK & BRYCE, Limited**MONTREAL
TORONTO
QUEBEC**LUCIEN BORNE**SALES ROOM
491 ST. VALIER STREET

QUEBEC

Manufacturer of
GLAZED KIDMONTREAL OFFICE
152 NOTRE DAME STREET W.**W. H. Staynes & Smith,****HIDE and LEATHER
FACTORS**CASH ADVANCED
ON CONSIGNMENTS.**Leicester, Eng.**and at Kettering, Northampton,
Bristol, and Norwich.

Cable "HIDES." Leicester.

*We Specialize on***GALLOON BINDINGS,
TASSELS AND TRIMMINGS***for Baby Shoes*Established
in

1900

Shoe Bows, Braids and Tapes—Direct from
our mill to you—save jobbers profits.We carry full lines Cloth-Button Ornaments,
Shoe Laces, Quilted Satins, Ribbons.**Shultz-Goodwin Co. (Inc.)**
Lincoln St., Boston, U.S.A. Everett*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 ExtractsNEW 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 Shoe That Never Comes Back

It has the MATERIAL, the WORKMANSHIP, the FINISH and the FIT

THE EVERYDAY SHOE

A shoe that everybody can wear with pride and satisfaction.

For *Hard Work* or for *Ordinary* use.

The Best All Round Seller on the market.



Offices and Factory, Aurora, Ont.

ASK YOUR JOBBER FOR "EVERYDAY SHOES"

The T. Sisman Shoe Co., Limited

Aurora, Ontario

COLLIS CALF Leathers

IN COLORS AND BLACK

Made from

CAREFULLY
SELECTED SKINS

by the

MOST APPROVED
MODERN METHODS

Full value in every skin

Texture and Wear unsurpassed



Offices and Works, Aurora, Ont.

Collis Leather Co., Limited

Aurora - Ontario - Canada



When you buy

Columbia Fibre Counters

You buy more than just a Counter.

You buy counters made from the finest board that has been produced.

You buy the experience of expert counter makers—not only in the actual making of the counter, but also in fitting the counter to the last.

Columbia Fibre Counters come so good that grading is unnecessary.

It's Good Insurance!

Columbia Counter Co.

347-349 Congress Street

BOSTON

MASS.

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 AUSTRALIA—H. J. Herbert & Co., 9 Hamilton St., Sydney
 CUBA—Pedro Gomez Cueto Co., Tenieuta Rey 19, Havana
 and 127 Duane St., New York
 ST. LOUIS—Patton-Korndoerfer Leather Co. - - 16th St.
 PHILADELPHIA and NEW JERSEY—Granville S. Brotherton,
 Burlington, N.J.
 MONTREAL—G. J. Trudeau - - - 365 Ontario St., East
 ENGLAND—Albert Pemberton & Co., 17 Belvoir St., Leicester
 BUENOS AIRES—American Representations Co.,
 Tacquari, 1158
 ITALY and SWITZERLAND—Victor De Sanctis & Co.,
 Piazza Di Spagna, 60, Rome

THE WM. A. MARSH CO. LIMITED

*Manufacturers of
Fine Boots and Shoes*

QUEBEC

Box Toes and Heels

OF ALL KINDS

WE GUARANTEE THEM

When you use our box toes and heels you are insuring satisfaction in these departments. Write for samples and information.

J. E. DUPRE

The

SOLE PROPRIETOR

Montreal Box Toe & Heel Co.

ESTABLISHED 1904

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

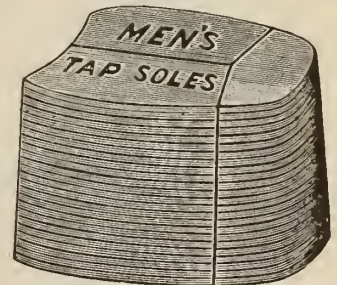
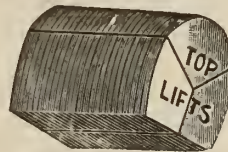
BRANCHES

137 McGill Street, Montreal
 553 St. Valier Street, Quebec
 RICHARD FRERES, Agent

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

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



"Our Fibre Counters are Guaranteed
 to Outwear the Shoe"

DUCLOS & PAYAN

TANNERS AND MANUFACTURERS OF

**Chrome Sides in black and colors, Box
 Sides, Gun Metal and Dull Sides**
 MENNONITE GRAIN IN BLACK AND TAN
 CHROME SOLE

FACTORY AND OFFICE :
 ST. HYACINTHE, P.Q.

STORE : 224 LEMOINE ST.
 MONTREAL

BARRIE TANNING COMPANY

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STAPLE AND FANCY **LEATHERS**

RUSSET SIDES AND SPECIALTIES

BAG
CASE
TRUNK
STRAP

LEATHERS

BRIDLE
COLLAR
SPLITS
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HIDES ALL SPECIALLY SELECTED

UTMOST ECONOMY IN CUTTING

FACTORY & HEAD OFFICE **BARRIE, ONT.**

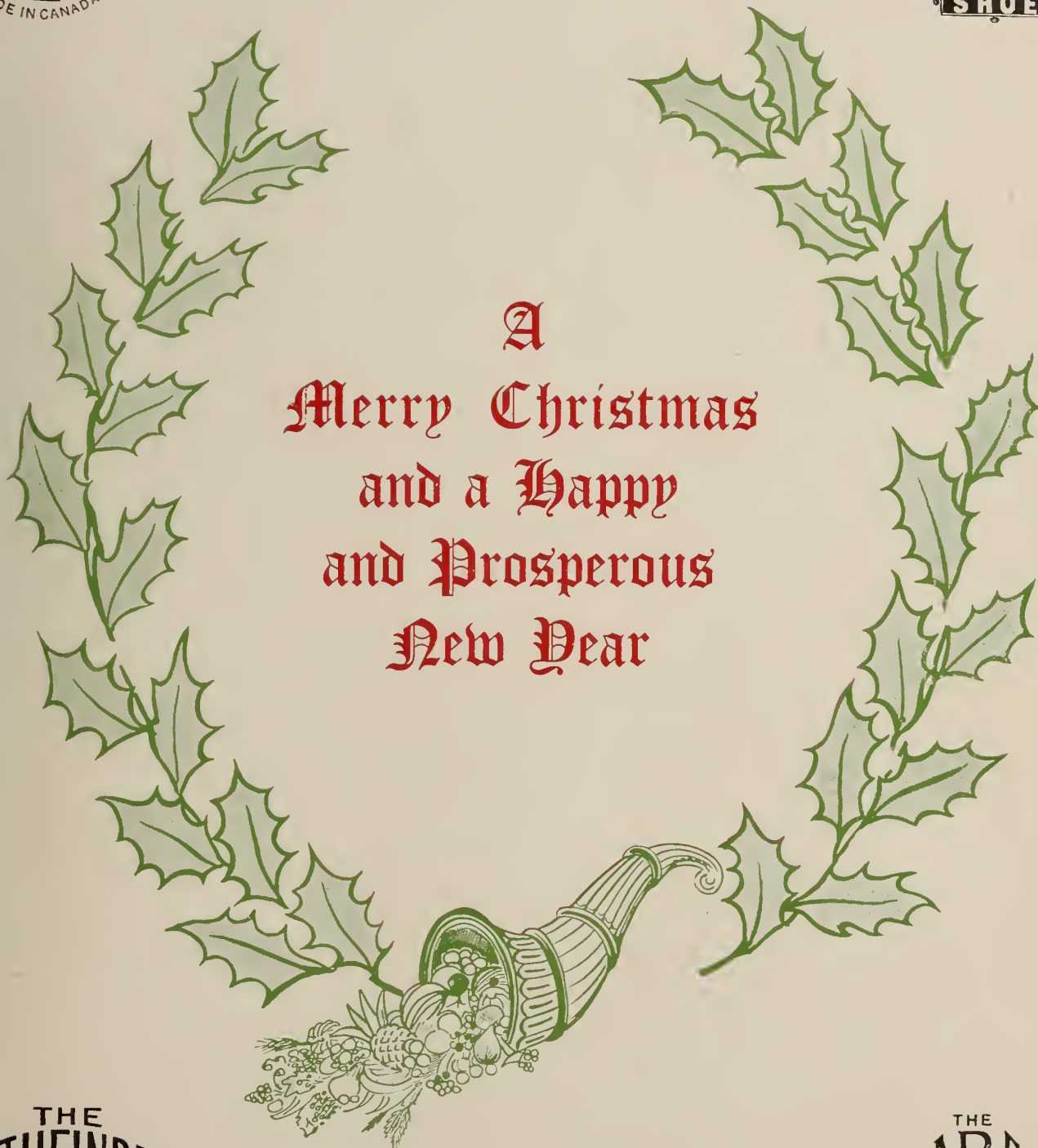
WAREHOUSE & SALES ROOMS, 51 FRONT ST. EAST, TORONTO.

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A
Merry Christmas
and a Happy
and Prosperous
New Year



THE JAMES MUIR CO.
MONTREAL



Many Thanks!



JAMES F.
CLARK,
TREASURER



JOHN F.
CLARK,
PRESIDENT

to the shoe merchants of Canada for the liberal orders placed this year for CLARK BROS'. Shoes.

We wish you a

Merry Christmas and Happy New Year

In expressing our appreciation for your patronage, and soliciting its continuance, we wish to say that there will be no cessation of our endeavors to supply the trade with the very newest styles in women's fine MeKay Shoes.

Our plant has been kept working to full capacity, and prospects for the coming year are of the brightest character.

Clark Bros., Limited
St. Stephen, N.B.



